

Mother's

Suit, Page 64 . . . . .$7.75
Hat, Page 101 . . . . . .1.59
Sweater, Page 71 . . .1.39
Bag, Page 113 . . . . . 2.95
Gloves, Page 118 . . . .1.79

Daughter's

Suit, Page 289 . . . .$2.98
Hat, Page 291A 1.00

NDEX

CHICAGO

FALL AND WINTER 1940-41

SEARS, ROEBUCK and CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

THIS GREAT NEW CATALOG OPENS "THE STORE FOR WOMEN" WITH

Hand-Loomed American Tweed



FROM KENTUCKY—IN A COAT OF ENDURING FASHION— AND A CLASSIC SHIRTFROCK OF BOTANY ALL WOOL FLANNEL



We searched America for the finest hand-loomed tweed to put into this coat. We tested, compared, gave careful specifications. Finally we found what we wanted—in Kentucky, where trained craftsmen, proud of their skill, make this wonderful fabric of the finest Australian Virgin Wools mingled with the best wools America produces. Thread by thread their clever fingers form the patterns, blend the colors. We contracted for thousands of yards of this superb fabric to be exclusive with us—thus we are able to offer this record-breaking low price. Such a coat, in such a fabric, wears for years, *never* goes out of fashion. Well designed, beautifully man-tailored, with merit in every stitch, it is a coat to cherish, a coat handsome as well as hardy, in flawless taste. We've teamed this coat with a Botany All Wool Flannel dress of similarly classic, enduring fashion.

THE COAT—Man-tailored, of our finest quality. In hand-loomed 100% Virgin Wool Kentucky Tweed. Back vent. Lined throughout with Earl-Glo Rayon Menswear Twill, guaranteed for two years. Warmly interlined. *Colors:* Brown with Blue Heather Mixture or Medium Gray Mixture. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* See Size Scale on Page 12.

17 F 7466—Shpg. wt., 4 lbs. 5 oz. **$15.98** Cash

$2 Down and $2 Monthly on Easy Terms.

THE DRESS—Absolutely top quality in a new version of the American classic shirtwaist dress. Of Botany All Virgin Wool Flannel, famous American quality make. Notched collar, new length sleeves, real pockets in skirt, bone buttons. Crown zip placket. *Colors:* Cadet Blue, Bright Red or Pastel Gray 879. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size and color.*

31 F 8985—Shpg. wt., 1 lb. 10 oz. **$7.98**

See Misses' Size Scale Shown on Page 44C.

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.

Order the Dress to Go With the Coat Above; the Hat, Page 106; the Gloves, Page 118; the Scarf, Page 100; the Shoes, Page 212 . . . Easy Terms Are Available. See Inside Back Cover

SAVE TIME WITH SEARS HANDY "STORE-DOR" INDEX TABS

Your new catalog makes shopping easier than ever. There are ten "Store-Dor" tabs to guide you in finding the merchandise you want. **Here, at your fingertips,** is a complete store for every member of the family, for the home, for the farm—and for everything you'll want to buy this Fall and Winter. **For index and information** on how to order, how to measure your size, how to send money and figure shipping charges, just turn to the tenth "Store-Dor" tab. Preceding the index section in back of book, you will find the Sears exclusive Color-Graph, to which numbers after color names refer. **The ten tabs,** which you can paste in place in a few moments' time, are your permanent index to each of the ten stores. With a quick flick of your fingers, you can find exactly what you want. This Fall, Sears-Roebuck make mail-order shopping delightfully easy.

Printed in U.S.A.





The Important Fur Jacket

FASHION RIGHT—IN GUANACO DYED A BLUE FOX SHADE—
LOVELY OVER A PASTEL LIGHTWEIGHT WOOLEN FROCK



The short fur jacket, young, practical, becoming, has joined the top ranking coat classics within the last few years. When we set out to find the best all-round fur coat to represent enduring style and Sears-Roebuck value we chose Guanaco—the fur of the South American animal resembling the llama. A long-haired, deep soft fur, it is tremendously smart, wears well and is warm, yet light in weight. It is expertly dyed a tawny taupe, the color of blue fox, becoming to every wearer. Note how ingeniously the fur is worked into spirals on the sleeves, straight panels in the body and the very new loose Tuxedo front that forms muff pockets at either side. Wear it all the year round, all the clock round, over any clothes. It is particularly effective with the dress of pastel wool shown here—a quality frock emphasizing the new lighter tones in fine woolens. It is beautifully detailed, pretty enough for your proudest occasion.

FUR JACKET—Rayon Satin lining guaranteed for 2 years; interlined. Rayon Satin scarf included. *Color:* Blue Fox-dyed Guanaco. *Misses' Size Range:* 12, 14, 16, 18, 20 only. Length, abt. 24 in. *State size;* Size Scale, Page 12.
17F7740–Shpg. wt., 3 lbs. 5 oz. Cash **$39.95**
$4 Down and $5 Monthly on Easy Terms.

In Blue Fox-Dyed Alpine Lamb—Style as above but with fur in straight lines on sleeves, joined by Rayon grosgrain bands. *State size.*
17 F 7742—Shpg. wt., 4 lbs. Cash **$29.95**
$3 Down and $4 Monthly on Easy Terms.

PASTEL DRESS—There's a dressy look to its molded hipline, flare skirt, corded tucking at shoulders. You'll admire the flower shaped quilted pockets, the belt of self material with bright metal studs. Of our best quality All Wool Ripple Crepe. Crown zip placket and back neck closing. *Colors:* Aqua Blue, Pastel Rose, Pastel Green or Pastel Beige. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *Be sure to state size and color when ordering;* see Size Scale on Page 44C.
31 F 8975—Shpg. wt., 1 lb. 8 oz. **$5.98**
Easy Terms on Any Order of $10 or More.

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.



ALL 100,000 ITEMS IN THE CATALOG CARRY THIS GUARANTEE

We guarantee to save you money.

We guarantee to satisfy you.

We guarantee that every article in this catalog is honestly described and illustrated.

We guarantee that any article purchased from us will give you the service you have a right to expect.

If for any reason whatever you are not satisfied with any article purchased from us, we want you to return it to us at our expense. We will then exchange it for exactly what you want or will return your money, including any transportation charges you have paid.

Sears, Roebuck and Co.

* * * *

This famous iron-clad guarantee is more than half a century old, the very first money-back guarantee ever made by a store to its customers. It is simple, brief, straight-forward, unpretentious. This is our pledge to you, and the sound basis upon which Sears-Roebuck's business is built. You may buy with confidence; the guarantee protects you completely; it is your assurance of savings, service, and satisfaction.

See Page 11 for Information on special Fur Coat Booklet. Why Not Take Advantage of Sears Easy Payment Plan to Buy One of These Jackets. Buy the dress; the hat, Page 101; the gloves, Page 118; the shoes, Page 219; the necklace, Page 164! See Inside Back Cover for Sears Easy Payment Plan.

Silver Fox Stole Coat



THE PERFECT BLACK COAT WITH A SEPARATE SILVER FOX SCARF . . . WORN WITH A DRESSY FROCK IN THE NEW AUTUMN PASTELS



Our very best coat, designed to be *your* very best . . . this beautiful black fitted model will always be in good taste, always in good style and it is a brand new fashion. Quality is its keynote—from the fabric, a handsome All Wool Worsted Bouclé made by the famous Pacific Mills, to the superb Silver Fox furs, which form its separate stole scarf. You can wear the coat at any time without furs—it is complete in itself. In cold weather wrap the stole about your shoulders and have the richest, most becoming fur-trimmed coat you've ever worn. The scarf is of magnificent natural Silver Fox—dusky dark, long-haired, lavishly sprinkled with frosty white—rich long tails in front, heads joined in back. Wear it with dresses, suits, other coats. Quality also distinguishes the dress—a definitely dressy type, softly feminine, in a luxurious Rayon fabric, with a new long-line molded look.

BLACK COAT AND SCARF—Coat of All Wool Worsted Bouclé. Rayon crepe back satin lining, wool interlined. *Color:* Black. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size;* Size Scale, Page 12. Separate twin-effect scarf of Silver Fox is Rayon Satin lined.
17 F 7468—Shpg. wt., 6 lbs. 10 oz. **$57.00**
17 F 7469—Coat alone, without Silver Fox Scarf. Shpg. wt., 5 lbs. **$16.98**
In All Wool Black Dressy Coating with Separate Twin-effect Dyed American Gray Fox scarf dyed to resemble Silver Fox. *State size.*
17 F 7470—Shpg. wt., 6 lbs. 10 oz. **$29.95**
Above Garments Are Available on Easy Terms.

YOUR DRESS-UP DRESS—Traditional in the American wardrobe is the "best" dress, reserved for special occasions when you want to look your best. This is the newest version—with its new low hipline, shell tucking back and front, many tiny buttons, full flaring skirt. The shoulder bouquet and buttons are of the dress material, Crepe Ariel, a rich Rayon Alpaca-type fabric. Crown zip placket and back neck closing, tie back sash. A quality dress at a remarkably low price. *Colors:* Pastel Rose, Pastel Blue or Black. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* Size Scale, Page 44C.
31 F 8980—Shpg. wt., 1 lb. 6 oz. . . . **$6.98**

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.

EVERYTHING IN THIS CATALOG CAN BE BOUGHT ON EASY TERMS

Have a complete new Fall and Winter Wardrobe . . . for hats illustrated see Pages 101 and 103; shoes, Page 216; hosiery, Page 124; gloves, Page 118; bags, Page 114.

Why wait, why wish for the good things of life? With Sears Easy Payment Plan, you can have what you want when you want it and when you need it most. No longer need you buy piecemeal. If you have cash in hand, so much the better. If you have not, you may pay out of your income, budgeting your payments over a convenient space of time. $2 down and $2 a month will buy as much as $17 worth of merchandise; $5 down and $5 a month will buy as much as $57.50. In addition to Sears low cash prices, you pay only a fair carrying charge, a sum so small you'll realize how thrifty and sensible it is to pay by the month.

Plan your spending; get the big things, the better things you need now. Why not use your credit to enjoy life, to save money, to make money. An up-to-date tractor may mean a bigger, better crop at harvest time; a cream separator may pay for itself in extra profits; a good paint job saves money on repairs.

Easy Terms are available on any order of $10 or more. Build up your order; add the extra things you'd like; take advantage of the savings offered when you buy more than one item of a kind. See the Inside Back Cover for the simple Instructions on Easy Payment ordering. Sears can also help you get an FHA Loan.





The Hooded Polo Coat

1941 MODEL OF A CLASSIC AMERICAN FASHION—SHOWN WITH A SMART, YOUNG TWO-PIECE CLAN PLAID OUTFIT



Polo coats are as typically American as automobiles and they've been in fashion about as long. Likewise, every year a new model makes its debut. You'll find polo coats in Sears catalogs as far back as 1911, every year marked by some change in detail. Here's the 1941 model for American youth—combining new charm with a new record for value in a coat of this type. The details that date it 1941 are the shirred yoke back, wrap-around belt, double breasted closing, and above all, the detachable fur-trimmed hood, to frame a pretty young face with new glamour. We show it with a new blouse-and-skirt outfit in a bright Clan Plaid, for polo coats and plaid go together beautifully. Buy the outfit with the cute matching "beanie" cap.



THE POLO COAT—Glamorous young version of this beloved classic with detachable hood, wrap-around belt, yoke back, skirt fullness gathered at waistline on elastic, detachable hood bordered with Beaver-dyed Coney fur. Of finest quality All Wool Fleece; Earl-Glo Rayon Satin lining, guaranteed 2 years. Interlined. *Colors:* Polo Tan, Grape Wine 467, Teal Blue 665. *State size and color.* Shpg. wt., each, 5 lbs. 3 oz.

17 F 7472—*Misses' Size Range:* 12, 14, 16, 18, 20 only. Size Scale, Page 12. Cash . **$13.98**

17 F 7679—*Juniors' Size Range:* 11, 13, 15, 17, 19. Size Scale on Junior Jury pages. Cash **$13.98**

$2 Down and $2 Monthly on Easy Terms

PLAID FOR JUNIORS—Blouse, zipped at back neck closing and side, fits sleekly, has new push-up three-quarter sleeves, detachable white Rayon Bengaline collar. Skirt pleated front and back, zipped placket, leather belt. Made in regular length but you may wear it shorter as illustrated. Of fine Half Wool balance Rayon. *Colors:* Clan Wallace Plaid, as shown; Clan Farquharson Plaid (Navy Blue and Dark Green). *Juniors' Size Range:* 11, 13, 15, 17, 19. *Be sure to state size and choice of Plaid;* Size Scale on Junior Jury pages. Blouse length about 21 inches. Shipping weight, 1 pound 10 ounces.

7 F 3601—Two-piece outfit **$4.98**

7 F 3625—Outfit with matching "beanie" hat **$5.98**

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.

SPECIFICATION BUYING IS YOUR PROTECTION

The Sears-Roebuck catalog is a book of facts. It tells you everything you want to know about the merchandise you buy, everything you need to know to check values, compare qualities, and get the most for your money. Sears Specification Buying is your value-insurance. For example, above Polo Coat with these important specifications:

The Wide Acceptance of Merchandise Offered in the Sears-Roebuck Catalog Is Evidenced by the Selection of All the Furnishings in the FHA Homes for the Typical American Families at the 1940 World's Fair Exhibit in New York.



ALL WOOL FLEECE FABRIC of our finest quality . . . warm, strong, and very good looking.



INTERLINED . . . for extra warmth — assures weather protection without great bulk.



GUARANTEED Earl-Glo Rayon Satin lining—guaranteed to wear at least two full years.



FULLY TAPED at points of strain . . . buttons sewn through tiny buttons at back, for extra wear.

Fur Coat Favorites



Ⓑ In Sizes for Misses, Women and Stout Women

Ⓐ In Misses' Sizes

Buy Them at Sears-Roebuck

We could have offered you fur coats for less money, but not with this fine quality and workmanship. Our famous promise protects your purchase . . . Satisfaction Guaranteed or your Money Back!

Available on Easy Terms

Only $2.50 down on the lowest priced fur coat; $10. down on the finest shown here! See Inside Back Cover for details.

Ⓐ Yoke-Back Swagger Coat

Sable-dyed Muskrat Fur	Mink-dyed Coney Fur
$119.00 Cash	$39.98 Cash
$10.00 Down	$4.00 Down

Presenting a wonderful coat that combines the two great style hits of the fur Season . . *striped* furs and the *yoke-back* swagger silhouette. These subtle stripes add to the glory of the fur and bring regal height to the wearer! Shoulders are smartly squared. New smaller collar is convertible. Coat buttons, handsomely and snugly, at throat and waist. Neck ruching, windshield cuffs and under-arm shields. About 43 in. long. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color;* see Size Scale, Page 12.

In Our Fine Quality Sable-dyed Muskrat Fur

Long top-hair and heavy under-fur give coat remarkable wear; striped tones remind you of precious Sable! Exceptional investment in service, satisfaction, beauty! Lined in our best quality Rayon Satin Brocade; guaranteed to wear two years. Warmly interlined. Shpg. wt., 7 lbs.

17 F 7728—Brown. $10. Down. Cash $119.00

In Our Fine Quality Mink-dyed Coney Fur

This soft gleaming fur is reinforced on back of each skin with Stay-Skin process to insure durability. We guarantee coat against rips for one year! Skins are carefully matched, beautifully blended; toned to remind you of sumptuous brown Mink . . or dyed deep gray silver-tone. Earl-glo Rayon Satin lining; warm interlining. Shipping weight, 6 pounds.

17F7730—Brown or Gray. $4. Down. Cash $39.98

Ⓑ Boxy Swagger Coat

Our Best Coney Fur	Our Good Coney Fur
$59.98 Up—Cash	$39.98 Cash
$6.00 Down	$4.00 Down

This boxy swagger coat is becoming to everyone, right for dress-up and every-day, famous for warmth and service. Its smart straight lines are tempered by a gentle flare in the back. Square shoulders; bell-shaped sleeves with inner-cuffs. Convertible collar; neck ruching. Slot pockets. Quality and workmanship are outstanding at these prices. Each pelt is hand-picked; skin backs reinforced at vital points with Stay-Skin process to guarantee against rips for one year!

Misses' Size Range: 12, 14, 16, 18, 20 only. Size Scale, Page 12. *Women's Size Range:* 40, 42, 44 only. Size Scale, Page 24. *State size, color.*

Our Best Empress Quality Black Seal-dyed or Brown Beaver-dyed Coney Fur. Full-furred pelts have superb luster. Fine quality brocaded Rayon Satin lining guarantees two years wear; warm interlining. Shipping weight, each, 7 lbs.

17 F 7725—Black or Brown. *Women's and Misses' Sizes as above.* $6. Down. Cash $59.98

17 F 7727—Black only. *Stout Size Range:* 45, 47, 49, 51 only. See Size Scale on Trimline pages. $6.00 Down.......... Cash $69.98

Good Quality Black Seal-dyed or Brown Beaver-dyed Buck Coney Fur. Fine quality Rayon Satin lining guarantees two years wear; interlined. Shipping weight, each, 7 pounds.

17 F 7726—*Women's, Misses' Sizes* as above. (No stout sizes) $4. Down....... Cash $39.98

Garments on these two pages shipped from our Fashion Headquarters in New York. Send your order to nearest Mail Order House

Fur Chubbies

The New Short Cut to Style!

Smart in either length ... To your knee or to your hip. Wear them with everything ... everywhere ... most of the year and use one for extra warmth, over coat, suit or snap-skirt.





Ⓐ Chum for Your Chubby Jacket

$10.98 Cash
$2. Down

This coat is a beauty all by itself, or perfect under a fur jacket! It is gored to mold your waistline and flare at hem. Convertible collar. One breast pocket is real; three are make-believe. Pocket in lining; inside tie at waist. Fine quality *Needle-Knot* Boucle, with smoother surface, smaller nubs; 35% Wool, balance Cotton and rich Rayon. Good quality Rayon Satin lining guarantees 2 years' wear. Interlining. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* Size Scale, Page 12. Shpg. wt., 4 lbs. 11 oz.
17 F 7498—Black or Dark Wine 417; $2. Down . . Cash $10.98

Ⓑ Dressmaker Suit...Botany all Wool

$8.98

A fashion-partner for your fur chubby . . or a great success worn alone, as shown. Wonderfully becoming suit has new darted hip-yoke that releases easy fullness above waistline. Fastens with expensive bow-buttons, inspired design. New slot pockets. Gored skirt; Crown zip placket. In Botany Woolen. Jacket lined in fine swishy Rayon Taffeta. Scarf included. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* Size Scale, Page 22. Shpg. wt., 2 lbs.
17 F 7582—Black, Navy Blue or Cadet Blue 575 . . . . . $8.98

Best-Beloved Chubby

$19.98 Cash
$2.50 Down

This wearable chubby tops everything you own . . warmly and handsomely! Good quality Coney fur, choice of colors. Hangs richly; glistens luxuriously; is 24 inches long. Shoulders are handsomely shaped. Chain ornament fastens turn-over collar. All reinforced by Stay-Skin process and guaranteed against rips for one year. Lined in good quality Rayon Satin; warmly interlined. *Misses' Size Range:* 12, 14, 16. 18, 20 only. *State size;* Size Scale, Pg. 12. Shipping weight, each, 3 lbs. 8 oz.
17 F 7738–Mink-dyed Brown Coney
17F 7739–Black Coney, Ea., $19.98

Greatcoat or Chubby

Dashing new fashion . . the 36-inch greatcoat of long haired fur! Priced for value; presented in our best quality Manchurian Wolf-dyed Dog. Fine quality Rayon Satin lined; interlined. *Color:* Black only. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size;* Size Scale, Pg. 12.
17 F 7734—Shpg. wt., 6 lbs. 4 oz. $5. down. Cash **$45.00**

26 in. Chubby — Lined; interlined as above. Shpg. wt., ea., 5 lbs. 2 oz.

Fine Wolf-dyed Manchurian Dog: Black.
17 F 7735 — $3. Down. Cash
$29.98

Our finest quality striped Skunk fur; Black.
17 F 7736 — $5. Down. Cash
$55.00

Snap Skirt

$3.98



Gored skirt to wear *over* your dress! Wrap it around; fasten the snap, and your chubby becomes a full-length coat! Our best quality All Wool Cheviot. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size;* Size Scale on Page 22. Shipping weight, 15 ounces.
7 F 3402–Black, $3.98

FREE Book of Fur Styles and Fur Information. To get yours, paste coupon on postcard and mail to our nearest mail order house or request Fur Book 706F on your next order to Sears. →

Twenty-four pages of thrilling new fur coats, jackets, chubbies, neck-pieces . . . all priced for irresistible value! Also tells how to choose furs . . . expert methods of caring for furs.

Send coupon now . . . your copy of this book will be mailed about August 10, 1940

SEARS, ROEBUCK AND CO.
Please send me new FREE Fur Book 706F

Name______________________________

Street Address______________ Rural Route_____ Box No._____
(Please give both your Route and Box No. if on Rural Route)

Post Office________________ State________

Numbers after color names refer to Color-Graph in How to Order section in back of book.



$12.98 Cash... $2 Down

In Our Best Quality Wool-and-Camel Hair

All Wool-and-Camel Hair Coats

Classics in a rich fabric famous for warmth without weight

Linings guaranteed to wear two years; fully interlined

(A) Movie Heroes were first to wear this new polo coat; women stars quickly adopted it; now we bring you this Hollywood Hit, priced for value! No buttons; just a wrap-around closing, tied with belt. Back fullness held in place by band set-in at waistline. Patch pockets, button trimmed. Handsome fabric blends 65% Wool with 35% luxurious Camel Hair. Earl-Glo Rayon Satin lined.
Misses' Size Range: 12, 14, 16, 18, 20 only. *State size;* see Size Scale at right. Shipping wt., 4 lbs. 8 oz.
17 F 7404—Polo Tan 329. **$12.98**

(B) Regulation Polo Coat . . . nicknamed the "Boy Coat" because it has the happy-go-lucky air of a young lad's topcoat! Straight as a string in front and back; has low-roll revers, single-breasted closing, and welt seam down center back. Wide sleeves; patch pockets. Magnificent fabric is our best quality Camel's Hair and Wool; 50% each. Earl-Glo Rayon Satin lined.
Colors: Polo Tan 329, Black.
Misses' Size Range: 12, 14, 16, 18, 20 only. *State size, color;* Size Scale at right. Shipping wt., 4 lbs. 5 oz.
17 F 7400................**$12.98**

(C) Back-Belted Beauty! This fitted polo coat is becoming to everyone, suitable everywhere! Chief claim to fame is its bevy of Ocean Pearl buttons in smart smoky shade usually found only on high-priced coats. They fasten the front, trim the back belt and call all eyes to admire you! Rich, warm fabric blends 65% Wool with 35% fine Camel Hair. Lined in Earl-Glo Rayon Satin.
Misses' Size Range: 12, 14, 16, 18, 20 only. *State size;* Size Scale at right. Shpg. wt., ea., 5 lbs. 3 oz.
17 F 7406—Polo Tan 329. **$12.98**

It is worth-while to MEASURE for a Good Fit

Have someone else measure you. Don't guess your size. Take measurements each time you order, at ALL figure points in Size Scale. Measure over underwear. Hold tape tightly, so it presses lightly into your flesh.
Measure Bust around fullest part.
Measure Waist around smallest part.
Measure Hips around fullest part (7 to 9 inches below waistline). Important measurement, be accurate.
Measure Length down center back, from the collar line of your dress to garment hem. When you have taken these measurements, find your size in the one correct Size Range FOR YOU . . . in the Misses' Size Range as shown below, or in the Shorter Women's, Stout Women's, Women's or Junior's Size Ranges shown on other pages. Then check with merchandise description of garment you order, to be sure it comes in your Size Range. *Your* Size is determined by actual body measurements. Make no allowances, whether ordering a coat, a dress or utility garment. If you are between two sizes, order the smaller size.

Size Scale for Misses' Coats

Size:	12	14	16	18	20	22
Bust:	30	32	34	36	38	40 in
Waist:	24	26	28	30	32	34 in.
Hips:	33	35	37	39	41	43 in.
Coat Lengths:	42½	43	44	44½	45	45½



Same Styles, in Our Best Quality All Wool Fleece Fabric
—Tailored with the same lining, interlining and workmanship. *State color.*

$9.98 Cash $2.00 Down

(A) 17 F 7405—Polo Tan 329, Dark Wine 417, Uniform Blue 561. $9.98
(B) 17 F 7402—Polo Tan 329, Dk. Teal Blue 669, Dk. Wine 417...$9.98
(C) 17 F 7408—Polo Tan 329, Navy Blue, Black $9.98

Color numbers refer to Color-Graph in How to Order section at back of book.

Garments on these two pages shipped from our New York Fashion Headquarters. Send order to nearest Mail Order House or, for these garments alone, send order directly to New York. Pay postage only from nearest Mail Order House

The New *Miss America* is Two Coats in One

Right for Winter . . . Light for Fall and Spring! Removable lining *Zips in* when it's cold and *Zips out* when the weather is warmer



Your winter-weight coat has full-length extra lining, zipped in by a slide fastener that goes up both fronts and around the neckline. This slide fastener is concealed when coat is on.



One zip removes the detachable All Wool lining. You zip it out just as shown in the small sketch at the left . . . and this complete transformation takes you exactly ten seconds' time.



With detachable lining out, you have lighter coat for milder weather. It is fully lined in our best quality Rayon Twill, guaranteed to wear 2 years.



Choice of Four Qualities . . . *Every One All Wool*

The coat name, Miss America, is famous from New York to Hollywood because each new edition is becoming to everyone . . and right for almost any occasion. *Now* we present an *All-Season* Miss America . . with magic detachable lining of fine All Wool Flannel from neck to hem, and this lining has a yoke lining of fine Rayon Twill to make coat slip on easily. Sewn in the coat itself is a full lining of our best Rayon Twill, guaranteed to wear two years. The coat with this wonderful feature is completely new in style, exquisite in quality and spectacular in its value. It closes with five handsome leather buttons. Two more buttons fasten large rounded patch pockets. Youthful collar is convertible. Raglan sleeves are new 1941-type, with padded square shoulder line. Slot-seam back has vent opening at bottom. Button tab closes bottom front of coat.

In All Wool Fleece

$12.98 Cash — $2.00 Down

Our better quality All Wool Fleece; a fabric famous for its flattering texture, comforting warmth and dependable wear. Resembles large illustration at right. *Colors:* Polo Tan 329, Grape Wine 467, or Teal Blue 665. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size and color;* see Size Scale on Page 12. Shipping weight, 4 pounds 8 ounces.
17 F 7414 .... $12.98

In All Wool Tweed

$13.98 Cash — $2.00 Down

Our sturdy quality All Wool Herringbone patterned Tweed, flecked with little nubs of several bright colors. This fabric has a soft texture and gives splendid long wear. (Fabric is not illustrated.) *Colors:* Wine Mixture or Medium Blue Mixture. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size and color;* see Size Scale on Page 12. Shipping weight, 4 lbs. 8 oz.
17 F 7415 .... $13.98

In All Wool Tweed

$16.98 Cash — $2.00 Down

Superior quality All Wool Tweed in wonderful colors like frost on the heather. Richly textured; drapes superbly; and wears extra well. (Shown at bottom of page.) *Colors:* Heather mixture . . . in Blue-with-Brown, or in two-toned Gray. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* see Size Scale, Page 12. Shipping weight, 4 pounds 8 ounces.
17 F 7412 .... $16.98

In Rich, Warm Wool-and-Camel-Hair

$19.98 Cash — $2.50 Down

This is the best Miss America, made of our finest quality warm Wool (65%) with luxurious Camel's Hair (35%) to give you a coat of superlative comfort, beauty and wear. The fabric is woven by the famous North Star Woolen Mills. The coat is made by one of America's leading manufacturers . . whose identical coat costs $29.50 in retail stores today! Every yard of this fabric is tested and sponged . . every coat is cut with skill . . each coat has canvas interlined fronts, and is thoroughly taped at points of strain. Linings are well finished inside and out, and fit without sagging! *Color:* Polo Tan (as illustrated). *Misses' Size Range:* 12, 14, 16, 18, 20 only. See Size Scale on Page 12. *Women's Size Range:* 40, 42, 44 only. Size Scale, Page 24. *State size.*
17 F 7410—Shipping weight, 4 lbs. 8 oz. ... $19.98

It's Easy to Be Well Dressed with the help of Sears-Roebuck's Easy Payments. See Inside Back Cover for Details.





Glorious Values! Gorgeous Tweeds!

$9.98 Cash, $2 Down

Color-flecked Tweeds of radiant warmth and rugged texture . . .
Lined in Earl-Glo Rayon Satin with two-year guarantee; interlined.
Proof that quality, comfort, beauty, cost little at Sears-Roebuck



Ⓐ Patch-Pocket Swagger

Swagger coat in beautiful ombre plaid tweed that deftly blends several soft colors. Fits smoothly over chest and shoulders, hangs beautifully straight in front . . . then swings out from your shoulder blades in a gay, young, 3-gored flare. Convertible collar buttons at throat; extra button at inside waist. The new big pockets, loose sleeves and lightly padded shoulders all prove that your coat is completely new. In our better quality All Wool Tweed; a handsome fabric of superlative warmth.

Colors: Blue and Gray; or Wine and Gray; or Black and Gray. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size and color;* see Size Scale on Page 12. Shipping weight, 4 lbs. 8 oz.

17 F 7416.................. $9.98

Ⓑ New Velveteen Trim

Good looks and great warmth are built right into this handsome reefer of tweed, studded with nubs in lovely colors! Gores, in back and front, make this coat fit smoothly at waistline and flare softly to the hem. Self-fabric buttons, rimmed in Velveteen, fasten the single-breasted closing; matching Velveteen trims rever collar. Velveteen scarf tucks under your chin; patch pockets cuddle your hands. Simulated leather belt included. Our better quality warm Tweed, 70% Wool, balance Rayon for luster, Cotton for wear.

Colors: Mixture—Wine and Beige, or Black and White. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* Scale, Pg. 12. Shpg. wt., 4 lbs. 8 oz.

17 F 7418.................. $9.98

Ⓒ Removable Zip Vestee

This warm and well-cut reefer is gored to give you the new Long Look—slim waist and hip, and a gentle flare at hem. Self-fabric buttons, rimmed in Velveteen, fasten and trim the front; two more mark the new button-trimmed back shown in small sketch. Breast pockets are just for looks . . . roomy slash pockets at hip are deep and warm! A handsome black Velveteen collar flatters you to a high degree. Crown zipped vestee is detachable. In our better quality Tweed, 70% Wool; balance Rayon and Cotton.

Colors: Mixture—Black and White; Teal with White. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* Size Scale, Pg. 12. Shpg. wt., 5 lbs. 2 oz.

17 F 7420.................. $9.98

Garments on these two pages shipped from our New York Fashion Headquarters. Send your order to nearest Mail Order House or, for these garments alone, you may send your order directly to New York. You pay postage only from nearest Mail Order House.

Sears-Roebuck Searched America for a Fabric Fine Enough . . . Here's the Story



Hand-Loomed Kentucky Tweeds $15.98

Cash
$2 Down

For Easy Terms,
See Inside Back Cover

Made to our Special Order . . . because no Tweed we have ever before sold was fine enough for these Classic Coats! We began with selected yarns of Virgin Wool from Australia and America. Blended them for beauty and strength . . . then entrusted them to the famous American craftsmen, whose skilled hands have woven them into these magnificent Tweeds of landscape-colors and glowing warmth. These three Coats lined with Rayon Twill guaranteed for two years, and warmly interlined right to the hem.

Man-Tailored at Every Point

- Shoulders are squared; then lightly padded to hold shape
- Armholes are reinforced, to resist strain through long wear
- Collars are shrunk to fit; under-collars are felled by hand
- Lapels and coat fronts are canvas interlined to retain shape
- Cuffs are finished with open vent; cuff linings hand-felled
- Button-holes are beautifully finished; designed for service

Another smart Coat in this Tweed, and more information about this fabric on page 2



Popular two-button Reefer. This superbly simple style makes you look tall, slender and young. Cut with three-gored back, notched collar and slot pockets. Its fine lines are enhanced by its beautiful hand-loomed fabric; richly colored, soft textured and warm. Lined and interlined, as described above.
Colors: Herringbone Mixture—in Medium Dark Green, or Medium Brown, or Dark Gray.
Misses' Size Range: 12, 14, 16, 18, 20 only. *State size and color;* See Size Scale on Page 12.
17 F 7422—Shipping weight, 4 lbs. 9 oz. . . $15.98

Single-Breasted Classic Reefer. This fitted coat wins the hearts of all wearers . . . because it's always in season, always in fashion, always suitable for the occasion. The four-gored cut, slim sleeves, well-placed pockets glorify your figure and the superb hand-loomed Tweed gratifies your love of fine things.
Colors: Mixtures—in Blue-Brown Heather, or Medium Gray Heather.
Misses' Size Range: 12, 14, 16, 18, 20 only. *State size and color;* see Size Scale on Page 12.
17 F 7424—Shipping weight, 4 lbs. 6 oz. . . $15.98

Classic Box Coat. You've admired the fine Tweed and tailoring of your best beau's topcoat often enough. Now stop wishing, wear one . . . yourself. Here is *his* coat, proportioned to *your* figure; same pockets, slot seams, vent back, back belt, smoky ocean pearl buttons. Fine Herringbone Tweed in the hand-loomed quality with lining, interlining as above.
Colors: Mixtures in: Brown, Green, or Dark Gray.
Misses' Size Range: 12, 14, 16, 18, 20. *State size, color;* Scale, Page 12. Shpg. wt., 4 lbs. 10 oz.
17 F 7425 . . . . $15.98

Dramatic *Value* Coats in All Wool Suede Fleece

Each coat lined in our good quality Rayon Twill . . . and *warmly interlined* for winter weather comfort. Heart-warming colors in three well-loved styles!

$7.98 Each



Ⓐ Trapunto Trim

A treasure-trove of Trapunto embroidery trims the convertible collar and pretend-pocket flaps of this single breasted high-buttoned coat. Two slot pockets invite your hands; detachable belt neatly defines your nice waistline. Coat is cleverly cut, with ten beautiful gores molding your figure from shoulder to hip, flaring into modified fullness at hem. All Wool Fabric and linings described above.
Colors: Bright Grape Wine, Teal Blue 665, or Rust 269.
Misses' Size Range: 12, 14, 16, 18, 20 only. *State size and color;* see Size Scale, Page 12. Shipping wt., 5 lbs. 9 oz.
17 F 7430 . . . . $7.98

Ⓑ Detachable Vestee

Most exciting new reefer for many a season is this new two-button success. The buttons, side by side at your waistline, fasten your warm coat close to your figure and flatter you in the bargain! Nine gores give whirling width at the hem. New saddle style shoulders are padded; revers piped in black Velveteen; collar trimmed with stitching. All Wool Fleece fabric, interlining and linings are described above.
Colors: Teal Blue, Bright Grape Wine 467, or Navy Blue.
Misses' Size Range: 12, 14, 16, 18, 20 only. *State size and color;* see Size Scale on Page 12.
17 F 7428–Shpg. wt., 5 lbs. 8 oz. . $7.98

© The Ballerina Back

Handsome swagger coat that will look even lovelier on *you!* Because the minute you move, that magnificent 6-gore back swings out in a whirl of grace. Rows of fine stitching run from neck to shoulder-blades, and trim convertible collar. Four slot pockets; gay kerchief in one (see small view). All Wool Fleece fabric and lining described above.
Colors: Dove Gray, Bright Grape Wine 467, Teal Blue 665. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* see Size Scale on Page 12.
17 F 7426–Shpg. wt., 5 lbs. 5 oz. . $7.98

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send order to nearest Mail Order House or, for these garments alone, send directly to New York. You pay postage only from nearest Mail Order Store. Color numbers refer to Color-Graph in How to Order section at back of the book.

COLORHELM, described on Page 47, shows correct colors for dress and accessories to wear with these coats.





Triple Warmth

Plaid-back coat . . Our warmest . . . for Your coldest weather

$9.98 Cash — $2 Down

This broad-shouldered, double-breasted sports coat is made of two good quality Winter-weight fabrics, invisibly caught together by strong Cotton threads. Fabric, full 55% warm Wool, balance Rayon and Cotton. There is a yoke lining of our good quality Rayon Twill; and additional *interlining of real leather* from neck to waist! Simulated leather binds the collar . . the four breast pockets, that are gay deceivers, and the two hip pockets that are roomy and real. The warmly buttoned vestee is quickly and easily detachable.

Colors: Wine 415, Teal Blue 665, Oxford Gray. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size and color;* see Size Scale, Page 20. Shipping weight, 6 lbs. 3 oz.

17 F 7432—$2 Down........Cash $9.98

New Reversible

Tweed and Gabardine coat with new detachable Hood

$9.98 Cash — $2 Down

The sensationally successful reversible coat in our finest quality. New edition has double-breasted buttons slanted in the smart cadet style, button-on hood. Back waistline fullness is shirred on elastic. Square shoulders, straight sleeves, convertible collar and slot pockets on both sides. Reversible belt. Coat on one side is our better quality Tweed, 85% Wool, balance Rayon. Gabardine on the other side is fine quality Cotton. Wear it either side out! Two coats in one!

Colors: Mixture—in Navy-and-Medium-Blue; or Brown-and-Tan; each with natural Gabardine. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* Size Scale, Page 20. Shipping weight, 4 lbs. 10 oz.

17 F 7434—$2 Down........Cash $9.98



Fur Sailor Collar

on warm All Wool Fleece sports coat . . . An outstanding value at this low price

$11.98 Cash — $2 Down

Great big collar of light-toned fur is our fine quality Mandel-dyed Lamb, shaped the new way with shawl front and square-cut sailor-style back. Thrilling, flattering, and warm! Novelty buttons fasten coat snugly and warmly. The many gores give you a lovely young waistline and gently flared hemline. Our good quality All Wool Fleece, good Rayon Satin lining. Warmly and fully interlined. A warm contrasting scarf is included with coat.

Colors: Teal Blue 665 or Bright Grape Wine 467 with Beige fur. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color;* Size Scale on Page 20. Shipping weight, 6 lbs. 3 oz.

17 F 7435—$2 Down....................Cash $11.98

Add a good Sports Coat to your wardrobe. Choose one of the hit-styles shown here; all are available on Sears-Roebuck's Easy Terms, described so clearly on the Inside Back Cover.





Glamorous *Silver Fox* Collars

The precious fur that makes you so pretty and proud
...and gives your coat a luxury air...Thrilling Values!

Ⓐ Botany All Wool Worsted

$59.98 Cash
$6.00 Down

Our top quality coat . . for you who love fine things. The side-buttoned style, softly fitted at waistline and flared from hip-to-hem, is collared with a superb full-skin Silver Fox fur. Collar has hidden fullness that pulls up high and warm, when you wish. Coat is equally handsome open or closed, with or without belt. Pocket in lining, inside tie. Superb fabric is our best quality; Botany All Wool Worsted with new fine-nubbed, smoother surface. Lined in our best Rayon Crepe-Back Satin; interlined with Wool (cotton covered). *Misses' Size Range:* 12, 14, 16, 18, 20 only; Size Scale, Pg. 20. *Women's Size Range:* 40, 42, 44 only. Size Scale, Pg. 24. *State size.* Shpg. wt., ea., 5 lbs. 8 oz.

17 F 7436—Black only; $6. Down; Cash . . . **$59.98**

With Fine Silver-dyed Russian Fox Collar

17 F 7438—Black only; $4. Down; Cash . . . **$39.98**

Ⓑ Rich Beauty . . . Real Value

$29.98 Cash
$3.00 Down

Princess coat with the long-line that is the biggest Fashion news of the Season! It follows the sweeping curve of your body right from bustline to hipline, then ripples away into modified fullness at the hem. A silhouette that is excitingly different, and wonderfully easy to wear. A coat that combines value, glamour and warmth! Its crowning glory is the smart collar of fine quality Silver Fox, shaped the new way with narrow back and two wide crescents of fur in front. In our warm, good quality All Wool coating, with the new smaller, flatter nubs. Warmly interlined with cozy Wool (cotton covered), and luxuriously lined in smooth Rayon Satin that is guaranteed to wear for two years.

Misses' Size Range: 12, 14, 16, 18, 20 only. *State size;* see Size Scale, Page 20. Shpg. wt., 4 lbs. 11 oz.

17F7440—Black only; $3. Down; Cash Price . . . **$29.98**

DO YOU KNOW the Down Payment on our finest fur-trimmed coat is only $4.00 more than the Down Payment on a budget-priced coat? See Inside Back Cover!



Dressy Reefers Are News

In these smoother fabrics, velveteen trimmed, and these styles that do something for you!



Fur Trimmed Coats

With youthful *Sailor-collar* of American Gray Fox . . . and *bloused-back* coat, with Mink-dyed Marmot collar

Three-Way Fur Collar

$19.98 Cash — $2.50 Down

Newest shape collar for fine Winter coats is the square-back style, shown here in good quality Silver-dyed American Gray Fox. Wear collar three ways; with tapered ends in shawl style, buttoned under in pouch style, or buttoned high and warm under your chin. Many gores give coat a smooth waistline and rippling hem. Our good quality dressy All Wool Coating. Rayon Satin lining guarantees two years wear; warm interlining *Colors:* Black, or Dark Wine 417. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color;* Size Scale, Page 20. Shipping weight, 5 lbs.

17 F 7444–$2.50 Down . . Cash $19.98

Tipped With Fur Tails

$14.98 Cash — $2.00 Down

This is the new bloused-back coat that does such nice things for your figure! It buttons up center front; is full gored. From under the Mink-dyed Marmot collar come two self-fabric ties, tipped with a shower of fur tails. (Small view). Self fabric buttons; slot pockets. In warm All Wool dressy Coating with new smoother surface. Rayon Satin lining guarantees 2 years wear; interlined. *Colors:* Black, Dk. Teal Blue 669, Dk. Wine 417. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* Scale, Page 20. Shpg. wt., 4 lbs. 12 oz.

17 F 7445–$2.00 Down; Cash $14.98

Two-Button Hit Style

$12.98 Cash — $2.00 Down

Famous new 2-button dressy, gored reefer; diminishes waistlines and hips. Bindings and scarf of matching Velveteen. Superb value. New, better quality, warm *Needle-Knot* Boucle is 30% Wool, balance Rayon and Cotton. Rayon Satin lining guaranteed 2 yrs.; interlined. *Misses' Size Range:* 12, 14, 16, 18, 20. Scale, Pg. 20. *Women's Size Range:* 40, 42, 44 only. Scale, Pg. 24. *State size.* Shpg. wt., 5 lbs. 3 oz.

17F7446–Black. $2. Down; Cash $12.98

Famous Success Reefer

$9.98 Cash — $2.00 Down

Dressy reefer, double-breasted and gored, has Velveteen-trimmed buttons and removable collar of Velveteen. Slot pockets. Our better quality *Needle-Knot* Boucle, 30% Wool, balance Rayon, and Cotton for strength. Rayon Satin lining, guaranteed 2 years. Interlined. *Colors:* Black, Navy Blue, Dark Wine 417. *Misses' Size Range:* 12, 14, 16, 18, 20. *State size and color;* see Size Scale on Page 20. Shpg. wt., 5 lbs.

17 F 7448—$2. Down . . . . Cash $9.98

Garments on these two pages shipped from our New York Fashion Headquarters. Send your order to nearest Mail Order House, or for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order section in back of book.

Low-Priced Specials..Warm and Becoming

Coats for dress-up and every-day... in winter weight fabrics, fully interlined.
With important new pockets, collars, buttons... and easy-to-wear silhouettes







Take-Off Collar

$10.98 Cash

$2 Down

The gorgeous collar that resembles Blue Fox is really Fox-dyed Mandel Lamb! When you wear it you get your full share of flattery and warmth .. when you take the collar off, your coat looks thrillingly different! Snug bodice has simulated pockets; a real one is hidden in lining! Flared skirt is full-gored. Self belt. Coat is made of All Wool dressy fabric, handsomely lined in our good quality Rayon Satin; warmly and thoroughly interlined. *Colors:* Black, Dark Wine 417, Navy Blue. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* Size Scale at right. Shipping wt., 4 lbs. 11 oz.
17 F 7450—$2. down...Cash $10.98

Fitted and Dressy

$6.98 Look pretty ... be thrifty ... in this smartly styled coat. The bodice fits beautifully; many-gored skirt flares moderately. Triple rows of buttons trim two breast pockets. Slot pockets at hip. The Velveteen collar can be detached; has complete collar beneath it. Wear coat with or without the self-fabric belt. Our good quality dressy Coating, 50% warm Wool; balance Rayon for luster and Cotton for strength. Lined in Rayon Taffeta; warmly interlined.
Colors: Black, Navy Blue, Grape Wine 467. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* see Size Scale at right. Shipping weight, 4 lbs. 8 oz.
17 F 7452 .... $6.98

All Wool Tweed

$7.98 Gay dots of color fleck the Tweed surface of this good quality All Wool Coat. A bargain in beauty and warmth! Velveteen .. new favorite of fashion .. is used for detachable collar and separate scarf, and to bind the real pockets at hip and simulated pockets on chest. Square shoulders, straight sleeves, slim waist give you a smart silhouette. It is lined in our good quality Rayon Taffeta and completely interlined.
Colors: Mixture—in Wine, or in Teal Blue, or Medium Blue. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size and color;* see Size Scale at right. Shipping weight, 5 pounds 8 ounces.
17 F 7454 .... $7.98

Saddle Shoulders..Swing Skirt!

$5.98 Warm double-breasted reefer, generously cut, has nipped waist, square shoulders, wonderful wide revers, detachable vestee. Our good quality Fleece; 65% Wool, balance Cotton and Rayon. Lined in good quality Rayon Taffeta. Warmly interlined. *Colors:* Banker's Gray 871, Dark Wine 417, Dark Teal Blue 669. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size and color;* see Size Scale below.
17 F 7455—Shipping weight, 4 lbs. 12 oz...$5.98

MEASURE—to get a Good Fit



Page 12 explains the best and quickest way to use Size Scale below. Read Page 12 before ordering.

Size Scale for Misses' Coats

Size:	12	14	16	18	20	22
Bust:	30	32	34	36	38	40 in.
Waist:	24	26	28	30	32	34 in.
Hips:	33	35	37	39	41	43 in.
Coat Lengths:	42½	43	44	44½	45	45½ in.

Color numbers refer to Color-Graph in How to Order section at back of book.

Garments on these two pages shipped from our New York Fashion Headquarters. Send your order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.



Made to Look Like Persian Lamb

The texture of these fabrics resembles Persian or Krimmer fur and their silhouettes are the same that you see in fine fur coats

Ⓐ New Yoke-back Style

$14.98 Cash — $2 Down

This fur-effect fabric coat has the yoke-back fullness from shoulder to hem . . the high-riding convertible collar . . little pockets, and beautiful Bishop sleeves that you admire so much in smart coats of real fur. Its gleaming curls, that remind you of Persian Lamb fur, are really 45% Wool, and Rayon . . with a strong Cotton back. Quilted Rayon Satin lining is stitched to a Wool-filled (cotton covered) interlining. Rayon Chiffon handkerchief and Rayon Velvet scarf in gay color are included with the coat.

Color: Black only.

Misses' Size Range: 12, 14, 16, 18, 20, 22. *State size;* see Size Scale on Page 20. Shipping weight, 7 pounds.

17 F 7456—$2 Down;..Cash $14.98

Ⓑ New Roll-Collar

$12.98 Cash — $2 Down

Want a coat that simulates rich Krimmer fur but costs only a fraction as much? Choose this swagger style in fine quality fur-effect fabric, made of soft gray Rayon curls on strong Cotton back! Two-year guaranteed Earl-Glo Rayon Satin lining, quilted to warm interlining. Shoulders are square; full straight sleeves have inner cuffs. Back fullness flares from shoulder to hem. New collar has front tabs cut in one piece with breast pockets. Handsome clasp at neckline of stone-studded gray metal.

Color: Two-tone Medium Gray, only.

Misses' Size Range: 12, 14, 16, 18, 20 only. *State size;* see Size Scale on Page 20. Shpg. wt., 5 lbs. 2 oz.

17 F 7458—$2 Down..Cash $12.98

Ⓒ Swing-back Swagger

$9.98 Cash — $2 Down

In texture and style this fur-effect fabric resembles a swagger coat of fine Persian Lamb fur! This fabric has lustrous curls (37% Wool, balance Rayon) on sturdy Cotton back. Rayon Satin lining is quilted to warm interlining. The classic style is easy to wear and right for any occasion; a convertible collar hugs your neck snugly and is reinforced to frame your face becomingly. High shoulders add to beauty; slot pockets add to comfort.

Color: Black only.

Misses' Size Range: 14, 16, 18, 20 only. Size Scale, Page 20. *Women's Size Range:* 40, 42, 44 only. Size Scale Page 24. *State size.* Shipping weight, each, 6 pounds 10 ounces.

17 F 7460—$2 Down...Cash $9.98

Ⓓ Our Top Quality

$24.98 Cash — $3 Down

Our finest, fur-effect fabric coat; made of imported material. It proudly combines beauty with glowing warmth . . and bears an amazing resemblance to real Persian Lamb fur. Our best quality 60% warm Wool (balance long-life Cotton). Interlined with warm Wool (cotton covered); lined in our best quality brocaded Rayon Satin. Unpressed pleats give flare to the skirt . . inverted darts, above waistline, throw fullness upward over the bust. Fitted waistline is belted with rich Rayon braid; button and buckle fasten collar snugly.

Misses' Size Range: 12, 14, 16, 18, 20 only. *State size;* see Size Scale, Page 20. Shipping weight, each, 6 pounds 12 ounces.

17 F 7462—Black. $3 Down; Cash $24.98

In our better quality Fur-effect Fabric. 45% Wool and Rayon on Cotton back.

17 F 7464—Black. $2 Down; Cash $14.98

Satisfaction Guaranteed . . . or your Money back! That promise protects you on every purchase at Sears-Roebuck.

You *can* afford a handsome warm coat. For Easy Terms, see Inside Back Cover.

Man-Tailored

SUITS in the Fall 1940 Manner

- Jackets are easy-to-wear
- Well-cut skirts fit smartly
- Fabrics are finer quality

Fully Man-Tailored at Every Vital Point



Under-collar hand-felled for supple, smooth fit; reinforced with canvas for longer wear and to preserve the smart line.



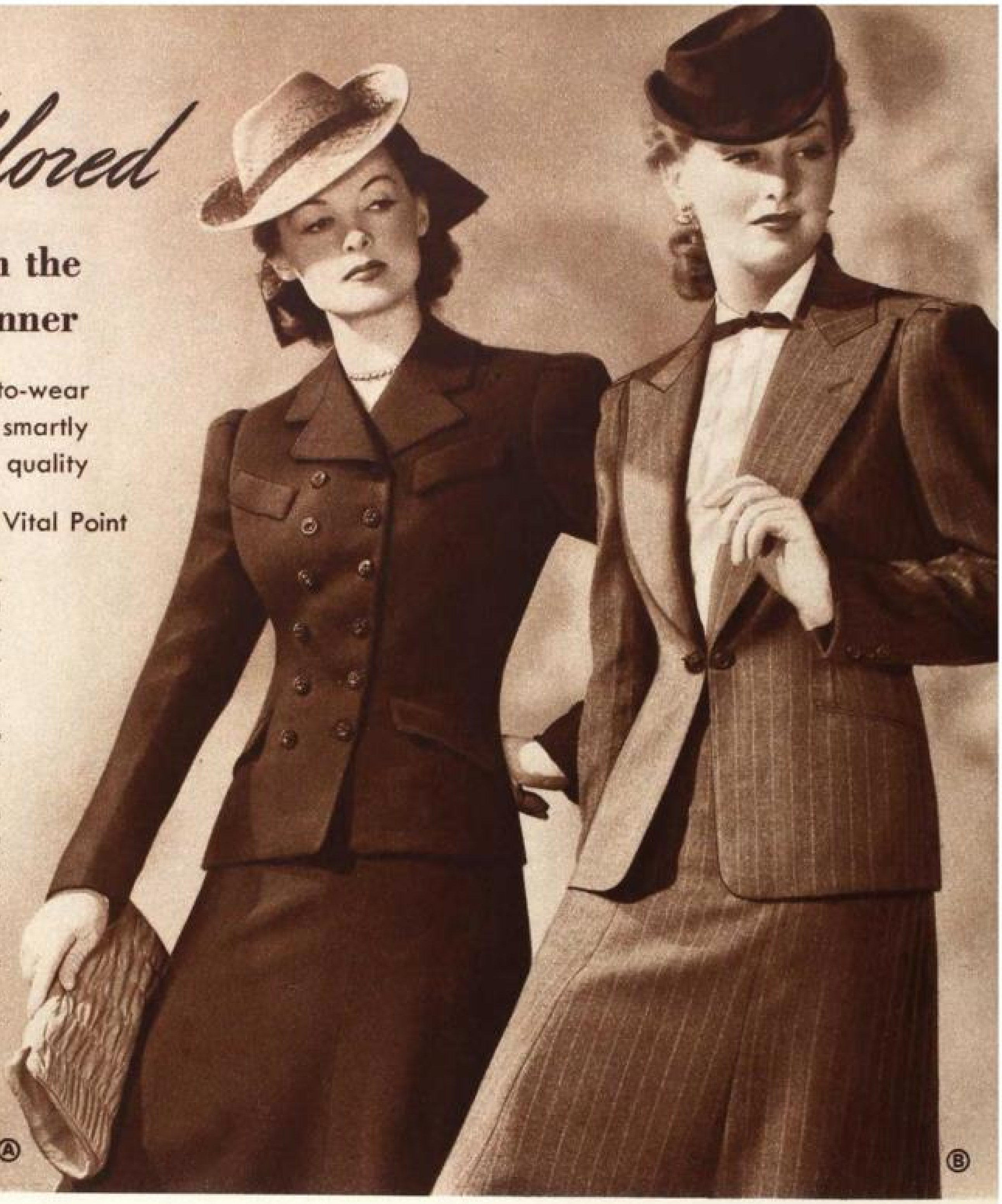
Coat fronts and lapels backed with tailors' canvas to maintain their excellent shape.



Arm-holes strengthened with tape that is hand-basted, then sewn by machine. Under-arm shields protect your suit against perspiration stains.



Sleeve lining hand-sewn at cuff for superior fit. All linings hand-basted; then securely stitched.





Color numbers refer to Color-Graph at back of book.

Ⓐ Dressmaker Suit in Botany Woolen

Remarkable new suit with soft dressmaker lines and full man-tailored workmanship! It's easy to wear and is certain to hold its shape well, through long service! The double-breasted buttons stand closely together in flattering new fashion; little notched lapels have a prettily feminine air. Two upper pockets are gay pretenders; hip-line pockets are roomy and real! Clever darts at shoulder and waistline, and a panel back, mold the jacket to your figure. Extra button at inside waist holds double-breasted closing securely. Gored skirt fits your hips smoothly and flares softly; has zip placket. Choice of two famous fabrics; each jacket lined in our fine quality Rayon Satin, with two years' wear guaranteed.

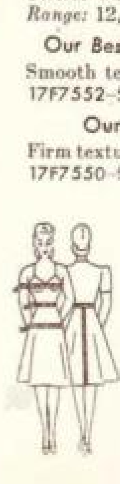
Colors: Navy Blue, Black, Grape Wine 465. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* Scale below.

Our *Best* Quality Botany All Wool Worsted Suiting

Smooth texture; wears well. Holds a press.
17F7552–Shpg. wt., 2 lbs. 8 oz. $2 Down: Cash **$12.98**

Our *Better* Quality Botany All Wool Suiting

Firm texture; looks smart, gives good service.
17F7550–Shpg. wt., 2 lbs. 8 oz. $2 Down: Cash **$9.98**



MEASURE . . . to get a Good Fit!

Page 12 explains the best and quickest way to use Size Scale below. Read Page 12.

Size Scale for Misses' Suits

Size:	12	14	16	18	20	22	
Bust:	30	32	34	36	38	40	in.
Waist:	24	26	28	30	32	34	in.
Hips:	33	35	37	39	41	43	in.
Skirt Lengths:	26	26	27	27	28	28	in.

All skirt lengths are measured down center back, from bottom of belt to bottom of hem.

Ⓑ Classic Suit in All Wool Worsted

The suit that America loves and lives in, is this man-tailored classic with link-buttoned, notched-lapel jacket and simple young skirt. Sears-Roebuck's latest edition of this style is man-tailored with all the skill described above and designed with these new-season details: high-pointed revers now taper down to slightly lowered waistline; lightly padded shoulders fit yours precisely; darted waistline casts easy fullness over bust; gored skirt slims your hips. Placket zips. Choice of fabrics. Jacket linings, Earl-Glo Rayon Serge, guaranteed to wear 2 years.

Misses' Size Range: 12, 14, 16, 18, 20, 22. *State size, color;* Size Scale at left. Shpg. wt., each, 2 lbs. 8 oz.

Our *Best* Quality All Wool Worsted Suiting

Top quality in its smooth finish, great wear, good shades.
17 F 7560—*Chalk Stripe* on Navy or on Black.
17 F 7562—*Plain Colors:* Navy Blue or Black. **$14.98**

Our *Better* Quality All Wool Worsted Suiting

Better texture; gives long wear, holds its shape.
17 F 7556—*Chalk Stripe* on Navy, Black or Banker's Gray.
17 F 7558—*Plain Colors:* Navy Blue, Black, Banker's Gray. **$12.98**

In Our *Good* Quality All Wool Worsted Suiting

Good smooth texture; fine wear, nice color-tones.
17 F 7554—*Chalk Stripe* on Navy Blue, or Banker's Gray, or on Black.
17 F 7555—*Plain Colors:* Navy Blue, Black, Banker's Gray. **$9.98**

Prices above are Cash, or $2 Down on Easy Terms

Garments on these two pages shipped from Fashion Headquarters, New York City. Send order to nearest Mail Order House or, for these garments alone, send directly to New York. Pay postage only from nearest Mail Order House.







Man-Tailored—Value!

This well-cut, smartly styled suit completely man-tailored at every point . . as described in the panel on opposite page is an outstanding value at this moderate price range. Its notched lapels, link-buttoned closing, slim sleeves and dart-fitted waistline closely resemble the higher priced classics on opposite page. This jacket has new squared shoulders and smooth English drape; skirt has kick pleat at each side and Crown zipped placket. Choice of fabrics as described below; good linings. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color;* see Size Scale, opposite page. Shipping weight, each, 2 pounds 8 oz.

All Wool Men's Wear Suiting

Our better quality fabric; smooth, sturdy; lined in good quality Rayon Serge, guaranteed to wear for two years.

17 F 7566—*Chalk Stripes*—on Navy, Oxford Gray or Banker's Gray **$7.98**

17 F 7567—*Plain Colors:* Navy Blue, Oxford Gray or Med. Banker's Gray, **$7.98**

Mannish Type Suiting

Our good quality fabric; 50% Wool, balance Rayon and Cotton. Lined in Rayon Serge.

17 F 7568—*Chalk Stripes*—on Navy, Oxford Gray or Med. Banker's Gray . . **$5.98**

17 F 7569—*Plain Colors:* Navy, Dark Oxford Gray or Med. Banker's Gray, **$5.98**

Three-Piece Wardrobe Suits

Fashion Experts and Budget Builders agree . . . a 3-piece suit is your smartest investment! The coat and jacket suit worn together give you a warm costume for colder weather. The long 42-inch coat, worn without suit, teams up with everything you own. The suit worn alone serves you smartly all Fall and Spring. Superb style . . . service . . . warmth!



Boxy topcoat of this 3-piece suit has pockets set into the front slot seams and a slot-seamed panel back. The fitted jacket is beautifully stitched on pocket flaps and revers. Back neckline of jacket is collarless; eliminates bulkiness under the topcoat. Crown zip on skirt placket. Entire costume, good All Wool Shetland-type fabric; coat and jacket lined with good quality Rayon Twill. Topcoat warmly interlined.

$14.98 Cash
$2.00 Down

Colors: Grape Wine 467, Navy Blue or Teal Blue 665. *Misses' Size Range:* 12, 14. 16, 18, 20 only. *State size, color;* Scale, opposite page. Shpg. wt., 6 lbs. 8 oz.

17 F 7565—$2.00 Down . . . Cash $14.98

Thrilling value and style in this 3-piece suit! Proud fur collar of slot-pocketed topcoat is our finest Raccoon. Handsome fabric is good Herringbone Tweed; 65% Wool, balance Rayon. Collarless jacket of suit in same fabric, has front and back panels, 4 slot pockets; gored skirt, Crown zip placket. Coat and jacket lined in Earl-Glo Rayon Satin, guaranteed to wear two years. Topcoat warmly interlined.

$29.98 Cash
$3.00 Down

Colors: Two-tone Mixture in Blue or in Wine. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color;* Size Scale on opposite page. Shpg. wt., 7 lbs. 10 oz.

17 F 7564—$3.00 Down . . . Cash $29.98



For Easy Terms, See Inside Back Cover.



Anne Williams Coats for the Up-to-Date Woman

Sears-Roebuck stylist picks these "Success Styles of the Season in Dressy Coats"

Size Scale for Women—Two Size Ranges

Do you belong in the Women's *or* in the Shorter Women's Size Range? Measure yourself . . . and see. Take body measurements each time you order at all points listed in Size Scale. Page 12 explains how.



Size Scale for Women's Coats and Suits

Sizes:	34	36	38	40	42	44
Bust:	34	36	38	40	42	44 inches
Waist:	28	30	32	34	36	38 inches
Hips:	38	40	42	44	46	48 inches
Coat Lengths:	44½	45	45½	46	46½	47 inches
Skirt Lengths:	28	29	30	30	30	31 inches

Size Scale for Shorter Women's Coats

If your height is 5 ft., 3 in. or less, order these sizes:

Size:	16½	18½	20½	22½	24½	26½
Bust:	35	37	39	41	43	45 inches
Waist:	29	31	33	35	37	39 inches
Hips:	39½	41½	43½	45½	47½	49½ inches
Lengths:	42	42½	43	43½	44	44½ inches

$19.98 Cash
$2.50 Down

Trust Anne Williams to pick a dressy coat for you that combines beauty, becomingness, value! This fitted style is glorified by a face-framing collar of American Gray Fox, dyed to resemble precious Silver Fox Fur. Wear coat *and* collar fastened at neck, or open with fur draped over lapels. Fabric has new fine nubbed, smoother surface; our best quality 60% warm Wool; balance Cotton for strength. Lined in our good quality Rayon Satin guaranteed to wear two years; interlined with Wool (cotton covered). *Colors:* Black or Dk. Wine 417. *Women's Size Range:* 34, 36, 38, 40, 42, 44. *Shorter Women's Size Range;* 16½, 18½, 20½, 22½, 24½, 26½. *State size, color;* See Size Scales, at left. Shipping wt., each, 6 lbs. 5 oz.

17 F 7475—Women's Sizes.
17 F 7476—Shorter Women's Sizes.
$2.50 Down . . . . Cash, Each $19.98

$12.98 Cash
$2 Down

Velveteen-trimmed coats are newest of all, Anne Williams declares. And she recommends this many-gored model that uses Velveteen for lapel pipings and scarf. Rich, dressy and *right* for all occasions! Has square shoulders, slim sleeves, flared skirt. Self-fabric belt included; pocket in lining. Fine quality *Needle-Knit* fabric has new smaller nubs; is 35% warm Wool, balance Cotton and Rayon. Lined in our best quality Rayon Satin; guarantees two years' wear. Interlined with warm Wool (cotton covered). *Colors:* Black, Navy Blue or Dk. Wine 417. *Women's Size Range:* 34, 36, 38, 40, 42, 44. *Shorter Women's Size Range:* 16½, 18½, 20½, 22½, 24½, 26½. *State size, color;* Size Scales at left. Shipping weight, each, 5 pounds.

17 F 7478—Women's Sizes.
17 F 7480—Shorter Women's Sizes.
$2 Down . . . . Cash, Each $12.98

Dressy Coats With Warmth and Distinction

These fine fabrics have Fashion's new smoother textures...
The furs are fluffy or sleek... In Women's Sizes, 34 to 44

For Easy Terms, See Inside Back Cover.



New Self Stripes

$13.98 Cash
$2 Down

One of the slimmest young dressy coats of the season... in the new self-striped *Needle-knot* Boucle fabric. Well cut shoulders, front and back panels, slot pockets. Buckle fastens the up-or-down collar. Inside button at waist. Warm fabric is our good quality 40% Wool; balance Cotton and Rayon. Lined in fine Rayon Satin, quilted to interlining of Wool (cotton covered).

Colors: Black, Dark Teal Blue 669, Dark Wine 417.

Women's Size Range: 34, 36, 38, 40, 42, 44. *State size, color;* Size Scale, Page 24. Shpg. wt., 5 lbs.

17 F 7482–$2 Down; Cash $13.98

Mink-Dyed Marmot

$24.98 Cash
$3 Down

Dressy coat that is all line and loveliness! Luxuriously trimmed with wide rever collar of our fine quality brown Mink-dyed Marmot Fur. Coat has panel back, fitted waist, flared hem, self-fabric belt. Our fine *Needle-knot* Boucle, featuring new smaller nubs, smoother surface; 35% Wool, balance Cotton for wear, Rayon for luster. Rayon Panne Satin lining is guaranteed for two years wear. Warm interlining.

Colors: Black or Dark Wine 417.

Women's Size Range: 34, 36, 38, 40, 42, 44. *State size, color;* see Size Scale on Page 24. Shipping weight, 5 pounds 5 ounces.

17 F 7485–$3 Down; Cash $24.98

In Two Qualities →

$39.98 Cash
$4 Down
With Russian Fox

Fine quality fur collar on gored coat of our finest All Wool Botany worsted coating. Collar is Russian Fox Fur, dyed to resemble Silver Fox. Coat is lined in our best two-year guaranteed Rayon Panne Satin; Wool interlining (cotton covered).

Color: Black only. *Women's Size Range:* 34, 36, 38, 40, 42, 44. *State size;* Size Scale, Page 24. Shipping weight, each, 5 lbs. 10 oz.

17 F 7486–$4 Down; Cash **$39.98**

With Fine Quality American Gray Fox Collar; dyed to resemble Silver Fox. In *Needle-knot* Boucle, 30% Wool, balance Rayon and Cotton. Lined, interlined as above. Sizes above.

17 F 7487–$3 Down; Cash **$24.98**

Garments on these two pages shipped from our New York Fashion Headquarters. Send your order to nearest Mail Order House, or for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order section at back of book.





Classic and Tailored-Cut to Fit Sizes 34 to 44

Two smart coats and a superb Suit . . tailored with quiet perfection
Becoming colors, rich fabrics . . designed for casual, all-'round wear

Ⓐ New Tucked Lapels

$12.98 Cash
$2.00 Down

This tailored coat is right anywhere, any time, with any kind of clothes . . dressy or casual. So new, it is 'way ahead of fashion; and so well made of such fine fabric that it is top value. The sturdy material in our better quality, is the new *Needle-knot;* 35% warm Wool blended with Rayon and strong Cotton. Lined with our fine quality Rayon Satin, guaranteed to wear for two years; and warmly interlined. Peaked tucked lapels smooth your shoulders handsomely; the gored back and gored front give your coat a graceful flare. Self-fabric belt may be worn or not, as you wish.

Colors: Black, Navy Blue, Dark Wine 417.

Women's Size Range: 34, 36, 38, 40, 42, 44. *State size, color;* Size Scale, Page 24. Shipping weight, 4 pounds 12 ounces.

17 F 7488—Only $2 Down . . . Cash Price $12.98

Ⓑ All Wool Ombre Swagger

$9.98 Cash
$2.00 Down

Smart Winter-weight ombre fleece in beautifully blended pattern and richly color-toned; it is our better quality fabric. All warm Wool, lined in smart good-quality Rayon Satin; warmly interlined. This is the new slimmer swagger, perfect to wear over anything. Has easy fitting lines, cartridge pleated shoulders, a panel-tucked back, and two warm slot pockets. Convertible neckline is a high-cut collarless cardigan style that fastens snug at the throat with ornamental clasp. A good investment at this low price—a standby in your wardrobe for Fall and Winter.

Colors: Dark ombre mixtures—of Blue tones or Wine tones. *Women's Size Range:* 34, 36, 38, 40, 42, 44. *State size, color;* Size Scale, Page 24. Shipping weight, 5 pounds 3 ounces.

17 F 7490—$2 Down . . . Cash Price only $9.98

Treat yourself to a new suit and a coat . . . all at once. Sears-Roebuck's Easy Terms, described on Inside Back Cover, explain how simple it is to buy your whole wardrobe all at one time.

© Man-Tailored . . . for Women

$12.98 Cash
$2.00 Down

One of our proudest achievements in suits . . . for it is fully man-tailored and especially designed for becomingness on womanly figures. Note the flattery of the longer jacket, slender lapels, smartly padded shoulders and new tapered sleeves. Zip placket skirt is gored and flared, so it is easy to wear even without the jacket. And remember that man-tailored workmanship means this suit will keep its good lines through its lifetime; the canvas interlined revers and coat fronts . . hand felled collars . . reinforced armholes will hold their shape! In a choice of two splendid fabrics, as described below. Jacket linings are the popular Earl-Glo Rayon Twill, guaranteed to wear for two years.

Women's Size Range: 34, 36, 38, 40, 42, 44. *State size and color;* see Size Scale on Page 24. Shipping weight each, 2 lbs. 6 oz.

Our Best Quality All Wool Worsted Suiting. Smooth fabric; wears wonderfully, holds a press. *Colors:* Chalk stripes on Navy Blue or on Black; or Solid Color Bankers Gray.
17 F 7570—$2 Down . . . . Cash $12.98

Our Good Quality All Wool Suiting. *Colors:* Chalk stripes on Navy Blue or on Bankers Gray; or unstriped Oxford Gray.
17 F 7572—$2 Down . . . . Cash $9.98

Garments on these two pages, shipped from our Fashion Headquarters in New York City. Order and pay postage from nearest Mail Order House. Color numbers refer to Color-Graph at back of book.

New! Coats Designed Just for Shorter Women

For the first time . . we offer Perfected Fit Coats, in sizes 16½ to 26½
Especially proportioned and styled for women 5 feet, 3 inches . . or shorter







PERFECTED-FIT Coats are proportioned for Women 5 feet 3 inches . . . or shorter

The shoulders of these coats are cut to fit yours . . . precisely! These armholes do not bind, nor do they droop; they fit! Waistlines are the right size for shorter women . . . and come at just the right place on the body; not high, not low. The hemline is right length for flattering your height and your figure proportion. Put on a *Perfected Fit* coat . . . gaze into the mirror . . . you'll see a coat that looks as though made to your personal proportions!

Measure . . . to get a Good Fit

If you are 5 ft. 3 in. or less, Sears Perfected Fit Sizes for Shorter Women are for you. Measure yourself each time you order. Page 12 explains how.



Size Scale for Shorter Women's Coats

Size:	16½	18½	20½	22½	24½	26½	
Bust:	35	37	39	41	43	45	in.
Waist:	29	31	33	35	37	39	in.
Hips:	39½	41½	43½	45½	47½	49½	in.
Coat Length:	42	42½	43	43½	44	44½	in.

For other styles for Shorter Women see Page 24.

Ⓐ Be Taller, Warmer

$7.98 Cash

This dressy coat, at one of our lowest prices, brings you great beauty and comfort. Want to look taller? These gores give you height; these slim sleeves slenderize. Like to be warmer? This Coat is our good quality Winter-weight Coating; 60% Wool plus 40% Cotton for strength. Handsomely stitched revers button over for double-warmth; slot pockets cuddle your hands. Detachable belt. Lining is good quality Rayon Satin, guaranteed to wear 2 years.

Colors: Black or Navy Blue.

Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½, 26½. *State size, color;* Size Scale at left. Shpg. wt., 4 lbs. 12 oz.

17 F 7492 . . . . $7.98

Ⓑ New Fur Plastron

$17.98 Cash
$2.50 Down

Deep plastron and turn-over collar of pieced Black Persian Lamb fur make this one of the Winter's smartest, warmest coats! Extra protection in the warm interlining and good Boucle fabric; 60% Wool for warmth plus 40% Cotton for wear; with new broken-row texture that gives you height. Full skirt and squared shoulders make you seem slimmer. Wear with or without belt. Rayon Satin lining guaranteed to wear two years; inside pocket.

Color: Black. *Shorter Women's Size Range:* 16½, 18½, 20½, 22½, 24½, 26½. *State size;* Scale at left. Shpg. wt., 5 lbs.

17 F 7494—$2.50 Down . Cash $17.98

Ⓒ Smart Fur Collar

$19.98 Cash
$2.50 Down

This fur-collared, boxy coat brings you height, slenderness, smartness. Convertible collar is good quality Mink-dyed Marmot. Good quality self-striped fabric is 40% warm Wool; balance Rayon and Cotton. Warm luxurious lining is our good quality Rayon Satin, quilted to All Wool (cotton bound) interlining; lining guarantees two years' wear.

Colors: Black or Dark Brown. *Shorter Women's Size Range:* 16½, 18½, 20½, 22½, 24½, 26½. *State size, color;* Scale at left. Shpg. wt., 5 lbs. 9 oz.

17F7495—$2.50 Down . Cash $19.98

Protection Against Rain and Wind—
Stormclad Raincoats and Cape

Hooded styles, reversibles, and new Cadet Coat
. . . Great values in rainwear for misses and girls



Hooded Coat . . . New Fabrics

Let it rain! Let it shine! You will be happy, protected and pretty in any weather in this new sun-and-storm coat. Resists all wind and wet, and is handsome from hood to hem! Detachable hood buttons off-and-on under collar. Fly front fastens swiftly and snugly, with 21-inch zipper closing, plus a tab-button at bottom. Slot pockets are bountifully big. Swagger silhouette looks dashing, worn with or without the belt. In three new fabrics.
Misses' Size Range: 12, 14, 16, 18, 20, 22. *State size and color;* see Size Scale on Page 20. Shipping weight, each, 2 lbs. 2 oz.

Our Best Quality Cotton Gabardine
With new Du Pont Zelan finish—resists rain, wind, dirt, perspiration stains.
17 F 7708 — *Colors:* Natural Tan, Navy Blue, Cadet Blue 575.......... $5.98

Fine Crown Tested Rubberized Kasama Kloth
New *fabric.* Repels rain, resists spots.
17 F 7710 — *Colors:* Natural Tan, Navy Blue, White.................. $3.98

Fine Rubberized Cotton Cambric
Resists heavy rain and strong wind.
17 F 7712 — *Colors:* Natural Tan, Grape Wine 467, Uniform Blue 561... $2.98

Water Repellent Coat

This is the famous coat that shuts out rain and wind and also keeps you comfortably warm. Smart women and misses who live in a moderate climate wear it as a topcoat the whole year 'round! They treasure its value, good looks, and long service. Fastens in new Cadet style, with top buttons far apart and lower ones close together. Fitted back has waistline seam, semi-flared skirt. Snug high collar; extra button-tab near hemline protects your dress. Slot-pockets. Air-vents under arms. Wear with or without belt.
Colors: Medium Blue, Gray, Brown.
Misses' Size Range: 12, 14, 16, 18, 20, 22. *State size, color;* Size Scale, Pg. 20.

Rubberized Herringbone Cotton Tweed
Vulcanized to a checked Cotton lining. Water repellent; windproof.
17F7705—Shpg. wt., 2 lbs. 4 oz $2.98

Rubberized Cotton Jersey Tweed
Good quality, rubberized to make it water repellent and wind resistant.
17F7706—Shpg. wt., 2 lbs. 8 oz $1.98

Reversible Raincape

Girls who wear this cape save money in style! Spend little and look smart. It is entirely reversible—it has detachable hood, buttons and buttonholes, two pocket-slashes on both sides. Wear the good quality Cotton Plaid side on the outside today . . . and the rubberized Herringbone printed side tomorrow.
Pull the hood well over your head, or drape it back on your curls as do the young movie starlets. As practical as it is pretty; completely wind resistant, water repellant. Cut long enough to cover your dress completely, and slip easily over heavy clothing.
Color: Red-and-Blue-Plaid only.
Girls' Sizes: 6, 8, 10, 12, 14. *State size;* Size Scale below.
77 F 3999—Shipping weight, 2 pounds.................. $1.09

It pays to buy good rainwear . . . and protect your Winter coats, suits, dresses from wet-weather drenchings or snow storms. Why not add one of these coats or the cape to your order? For Easy Payment Plan, see Inside Back Cover.

Detachable-Hood Coat

This all-weather coat is water repellent, windproof and warm. The hood is detachable; convertible collar has wide revers. Roomy patch pockets cuddle your hands; under-arm air vents add to your comfort. Self-fabric belt.
Girls' Sizes: 6, 8, 10, 12, 14. *State size and color;* see Size Scale below.

Reversible Cotton Tweed
Wear either side outside . . . have the fun of owning one coat that can be made to look like two! It is Herringbone Weave Cotton Tweed on one side; Suede-like fabric on the other. *Colors:* Medium Blue, Wine, Green.
17F7700—Shpg. wt., 3 lbs. 14 oz. $2.98

Herringbone Cotton Tweed
Good quality; rubberized. Not reversible. *Colors:* Med. Blue, Wine, Green.
17 F 7702—Shipping weight, 2 lbs. 4 oz.......... $1.98

Rubberized Cotton Plaid
Our good quality; not reversible.
Color: Blue-and-Red Plaid only.
17 F 7704—Shipping weight, 2 pounds 4 ounces.......... $1.98

Garments on these two pages except 77F3999, which is shipped from nearest Mail Order House, shipped from our New York Fashion Headquarters. Order and pay postage from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order section.

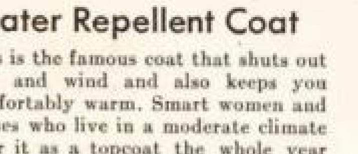
Measure—to get a Good Fit!
Page 292 explains the best and quickest way to use Size Scale at right. Read Page 292 before ordering.

Girls' 6 to 14 Raincoat Size Scale

Size:	6	8	10	12	14
Chest:	25	27	29	30½	32 in.
Lengths:	25½	29	33	37	39 in.



Rubberized Cotton Jersey Tweed



Rubberized Cotton Plaid



Our Junior Jury

helps us plan new Junior Clothes

Last season Sears-Roebuck made fashion history by consulting Juniors all over America on the subject of Junior Fashions. Hundreds of young women gave us their opinions—many of them described their ideal dresses—some even sent us sketches. This Fall we go a step further—Every garment for Juniors again measures up to actual Junior preferences—each member of the Jury has helped us plan her ideal outfit (dress, coat or sportswear)—and we present these delightful young fashions as the stars of our brilliant Sears-Roebuck Junior collection.

Twelve typical American Juniors form our famous Junior Jury

Ruth Hill, age 25
Lincoln, Neb.
Musician—See Page 34

Anita Thain, age 18
Hollywood, Cal.
Home—See Page 39

Ernestine Cline, age 22
Little Rock, Ark.
Singer—See Page 35

Doris Moore, age 20
Univ. of Wisconsin
Student—See Page 43

Violet Langeler, age 21
Pelham, N. Y.
Home—See Page 33

Mabel Easley, age 24
Accoville, West Va.
Stenographer—See Pg. 40

Violet Cashwan, age 24
Detroit, Mich.
Model—See Page 30

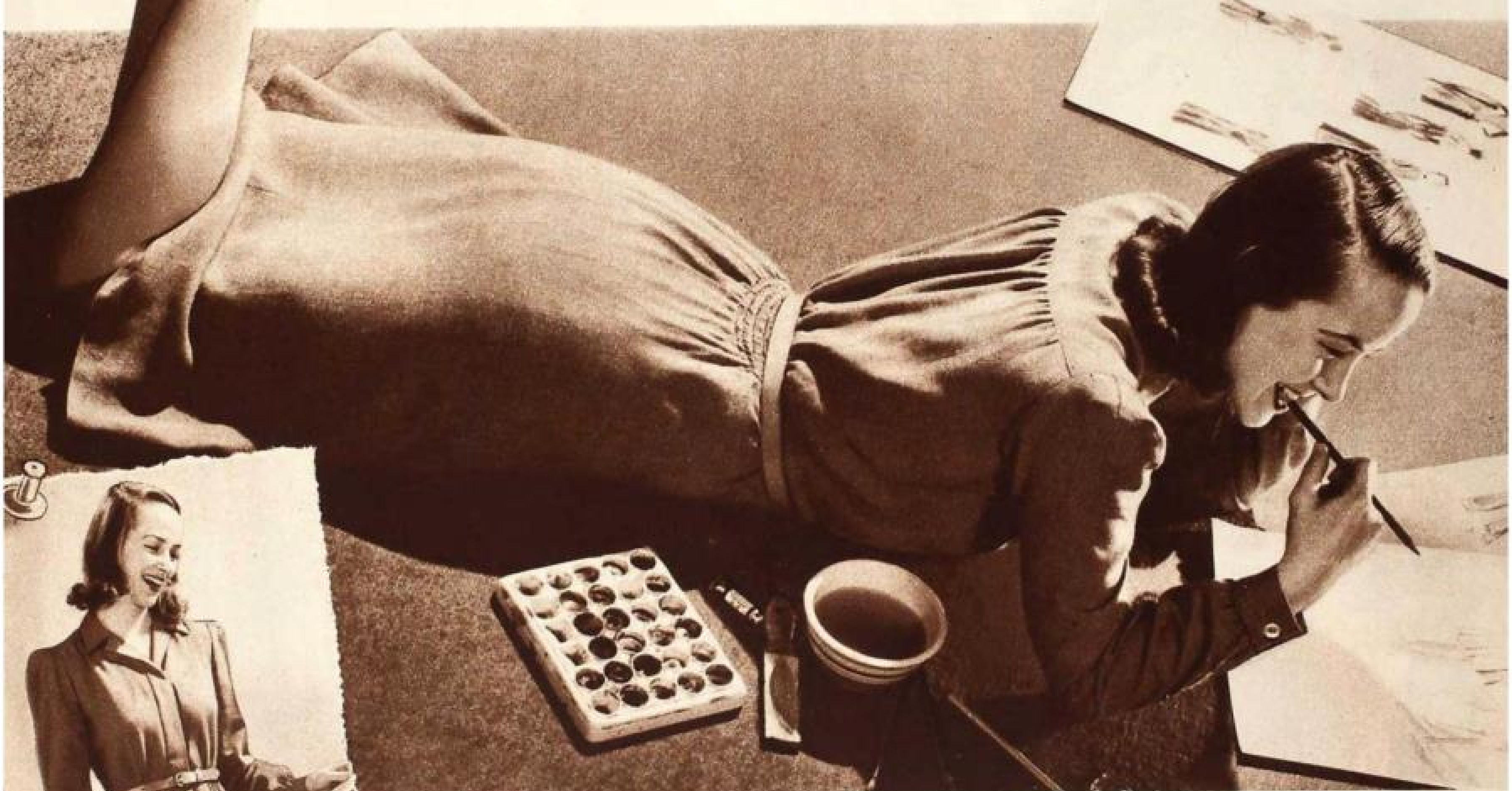
Billie Larson, age 26
Duluth, Minn.
Student—See Page 38

Chalis Wendel, age 20
Bristol, Vt.
Salesgirl—See Page 34

Pauline Shulman, age 22
New Orleans, La.
Stenographer—See Pg. 41

Clare McCall, age 21
Miami Beach, Fla.
Clerk—See Page 41

Leona McIntosh, age 17
Lawrence, Mass.
High School—See Page 41





Ideal Junior Dress

$3.98 This dress, with which we open the Junior section, sums up the thought of *all* the Juniors we queried on fashion. It is good-looking, practical and comfortable—a classic that will stay in style. Square shoulders, action yoke in back, fly front, buttoning to hem, and real leather belt. A beautifully simple and becoming fashion made of *Tecasha*, that superior new wool-like fabric—50% of which is the exciting new Teca yarn described on Page 50; balance Spun Rayon.
Colors: Dark Cadet Blue 621, Scarlet Red 311, Hockey Green 763 or Polo Tan 329. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size and color;* see Size Scale at right.

31 F 8634—Shipping weight, each, 1 pound 4 ounces, $3.98

For Junior Jury Polo Coat, 1941 Model, see Page 9.
For Junior Jury Plaid, Two-Piece Outfit, see Page 9.
For Junior Jury Cotton Dresses, see Page 92.

Are You a Junior?

Here are the measurements which show whether or not you can wear Junior Sizes. Remember, it is not a question of age—it is a young point of view. Use a tape measure, see how YOU compare with this Size Scale (below). If your measurements fit these, you are a Junior. Page 44C explains how to use this Size Scale.

Your Measurements Tell

Size:	11	13	15	17	19	
Bust:	29	31	33	35	37	inches
Waist:	24	25½	26½	28½	30½	inches
Hips:	32½	34½	36½	38½	40½	inches
Length:	41	42	42½	43	44	inches

(Length from back of neck to hem of skirt)

For Junior Jury Accessories, see items marked with checks, Page 98 to 100 and 112 to 121.
For Junior Jury Slips and Pajamas, see Page 178.

Juniors Say "These Coats Stay in Style"

Becoming . . Cozy . . Right for every occasion . . of All Wool Fleece . . Hooded . .
Classic . . Furred . . Linings guaranteed for 2 years . . warm interlinings



Ⓐ Hood for Glamour

$11.98 Cash
$2.00 Down

We've named this for Viola Cashwan of Detroit who likes a coat "to combine many features." Pull up the detachable hood, fasten the five smart buttons, nip in the belt, and there you are! Ready for anything! Two huge pockets, too. All Wool Fleece Earl-Glo Rayon Satin lined, warm interlining.

Colors: Medium Tan Mixture, Dark Teal Blue 669 or Rust 269.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* see Size Scale on the opposite page. Shpg. wt., 4 lbs. 8 oz.

17 F 7675—$2 Down.......Cash $11.98

Ⓑ Coachman Style

$9.98 Cash
$2.00 Down

"How flattering this double breasted, broad shouldered coat is! My waist looks doll-sized! Four flap pockets, huge skirt and, in back, two slot seams that look just like pleats! High, peaked revers and a warm interlining." All Wool Fleece lined in Earl-Glo Rayon Satin.

Colors: Medium Tan Mixture, Navy Blue, or Dark Grape Wine 467.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* see Size Scale on the opposite page. Shipping weight, 4 pounds 5 ounces.

17 F 7676—$2 Down.......Cash $9.98

Ⓒ Lustrous Fur Collar

$12.98 Cash
$2.00 Down

"I love the rich Beaver-dyed Coney collar and revers on my warm winter coat! So slim-waisted I sometimes wear it with the matching belt which comes with it! There's a self scarf, 2 pockets, B-R-O-A-D shoulders. It's Earl-Glo Rayon Satin lined and warmly interlined. I wear it everywhere!" All Wool Fleece.

Colors: Medium Tan Mixture, Dark Green 771 or Dark Grape Wine 467.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* Size Scale, opposite page. Shipping weight, 4 lbs. 12 oz.

17 F 7678—$2 Down......Cash $12.98

Easy Payments Available

Here's your chance, Juniors! Why not take advantage of Sears-Roebuck's Easy Payment Plan? Why not plan to buy the things you want and pay for them by the month? Pay cash if you can—but if you don't have the money, smack right in your hand, turn to the Inside Back Cover and learn how you may pay a little at a time out of income.

Satisfaction Guaranteed

Everything in this great catalog is guaranteed satisfactory—or your money back. On this policy the great business of Sears-Roebuck is founded.

Garments on these two pages shipped from our Fashion Headquarters in New York City. Order and pay postage from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order section in back of book.

"Tweeds—Always Right!" Says the Jury

"All day.. All year... Wear a Tweed coat or suit and you're well-dressed .. and for all-round use, a hooded reversible"





Ⓐ Gaily Flecked

$7.98

"My All Wool Herringbone Tweed suit goes everywhere! The 7-button, double breasted jacket, with its slim waist, cute breast pockets, and trim collar, is lined with Rayon Taffeta. And the separate waistband skirt has four gores for terrific flare and the Crown zip placket makes a smart closing!"

Colors: Wine Mixture or Teal Blue Mixture.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* see Size Scale at right. Shipping weight, 2 pounds 10 ounces.

17 F 7575.............. $7.98

Ⓑ Pet Plaid Reefer

$9.98 Cash
$2 Down

"Just look at the cunning scalloped breast pockets in my warm Plaid Tweed Reefer! And while you're about it, look at the two front pleats in the flared skirt, too—and the broad shoulders, and Rayon Satin lining (guaranteed for two years, mind you)". Coat fabric is 65% Wool, balance Rayon. Interlined.

Colors: Wine-and-Blue, or Oatmeal-and-Brown Plaid.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* Size Scale at right. Shipping weight, 4 pounds, 11 ounces.

17 F 7680—$2 Down. Cash $9.98

Ⓒ Two Coats in One!

$9.98 Cash
$2 Down

"I really could not live without my reversible reefer! With or without the hood it protects and flatters me. It's not just a fair weather friend—it's fine for storm and wind, too. Color-flecked 50% Wool Tweed (balance Rayon) on one side, Natural Cotton Gabardine on the other—with the famous DuPont Zelan finish making it water repellant, spot and perspiration resistant."

Colors: Wine-and-Beige, Two-tone Blue, or Black-and-Gray Mixtures.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* Size Scale at right. Shipping weight, 4 lbs., 7 oz.

17 F 7682—$2 Down. Cash.. $9.98

MEASURE—to get a Good Fit.

Page 44C explains the best and quickest way to use Size Scale below. Read Page 44C before ordering.

Size Scale for Juniors' Coats

Sizes:	11	13	15	17	19	
Bust:	29	31	33	35	37	in.
Waist:	24	25½	26½	28½	30½	in.
Hips:	32½	34½	36½	38½	40½	in.
Length:	41½	42½	43	43½	44½	in.

Size Scale for Juniors' Suits

Sizes:	11	13	15	17	19	
Bust:	29	31	33	35	37	in.
Waist:	24	25½	26½	28½	30½	in.
Hips:	32½	34½	36½	38½	40½	in.
Skirt Length:	25	25	26	27	27	in.



Skirt lengths are measured down the center back from bottom of belt to bottom of hem.

JUNIORS—

Read about the advantages of the Sears-Roebuck Easy Payment plan—it's described on Inside Back Cover.





The Junior Jury says "Variety"

"We girls like to have plenty to choose from . . and we want good wearable styles . . warm fabrics . . prices we can afford"

Ⓐ Make Believe

$12.98 Cash
$2 Down

"My new coat is of a clever fabric that's made to look like Persian Lamb fur! It's 44% Wool and Rayon face on a sturdy Cotton back. It has swank padded shoulders, flare skirt, neat collar, slot pockets! Smart belt slims my waist." Rayon Satin lining, quilted to warm interlining.

Colors: Gray Mixture or Black. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale, Page 31. Shpg. wt., 6 lbs. 12 oz.

17 F 7684........$2 Down; Cash $12.98

Ⓑ Purse Proud

$7.98
Coat and Bag

"A yummy Reefer, and shoulder strap pocketbook, both of an All Wool color flecked Herringbone Tweed! Single-breasted coat, with flared skirt, nipped-in waist. Velveteen trimmed, lined in Rayon Taffeta. Warmly interlined. A matched pair that makes 'em stare!"

Colors: Wine Mixture or Blue Mixture.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* Size Scale, Page 31. Shipping weight, 5 lbs. 2 oz.

17 F 7685..........$7.98

© Two in One

$6.98

"Think of life without reversibles! I can't, for I wear this beauty everywhere! Colorful Plaid (67% Wool, balance Rayon) with great postman pockets on the Plaid side—water-repellent Natural Tan Cotton Gabardine on the other. Detachable hood. I think it's a wonder value."

Juniors' Size Range: 11, 13, 15, 17, 19. *State size;* see Size Scale on Page 31. Shipping weight, 4 pounds 5 ounces.

17 F 7688—Navy-and-Red Plaid only.........$6.98

Ⓓ Budget Beauty

$4.98

"The things I most admire in my winter coat are the swing skirt and stitched lapels! But I am not belittling the double-breasted style, or the Wool Fleece fabric!" (65% Wool, bal. Rayon and Cotton.) Rayon Taffeta lining. Warm interlining.

Colors: Dark Wine 417, Banker's Gray 871, or Dark Teal Blue 669.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* Size Scale, Page 31. Shipping wt., 4 lbs. 10 oz.

17 F 7686..........$4.98



The Junior Jury says "Reefers"

So young and trim looking . . they go anywhere, anytime
Always look right . . these are our three favorite fabrics

$7.98 Each



Ⓔ Military Magic

"Have you ever seen anything smarter than my new military reefer? Just see the bright brass buttons, the tremendous pockets! You'll never guess, but they are fastened to the belt so I can wear them or leave them off as I choose! Under them, in the body of the coat are two slash pockets—spares, you might say! It's made of All Wool Suede Fleece with a Rayon Twill lining. Warmly interlined."

Colors: Medium Cadet Blue, Brt. Grape Wine 467, Navy Blue.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* see Size Scale on Page 31.

17 F 7690—Shipping weight, 5 pounds 1 ounce . . $7.98

Ⓕ Postman Pockets

"I like classics, but I like to be individual, too—that's why I chose this reefer. It has the new large postman pockets, you see, and then the double breasted closing is unusual, too—notice how close together the buttons are set! And the velveteen trimming on the collar is detachable! Of course, it's warm, silly! It's made of Tweed—50% Wool, 50% Cotton and Rayon with color flecks. Has Rayon Twill lining and a toasty warm interlining. Cozy in any weather!"

Colors: Wine with White, Teal Blue with White or Black with White.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size, color;* Size Scale, Page 31.

17 F 7692—Shipping weight, 4 pounds 14 ounces $7.98

Ⓖ Sophisticate

Viola Langeler, of Pelham, New York, says, "I love this kind of coat because it's so sleek and then again, can be worn with a casual air." The nubby boucle is 50% Wool, balance Rayon and Cotton. It looks smart and is warm! Then there's the luscious Rayon Satin lining and under that a warm interlining. Velveteen to match scarf trims collar and high breast pockets; flared skirt has 4 gores in back; and—well, you see the nipped waistline and broad shoulders!

Colors: Black or Dark Grape Wine 467.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* see Size Scale, Page 31.

17 F 7694—Shipping weight, 4 pounds 1 ounce $7.98

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order Section in back of book.

The Junior Jury says—"Coats With Fur"

"Because they make us feel pampered . . . they look so luxurious . . .
We like generous collars . . . nipped waistlines . . . flared hems"

Each Coat is All Wool

With a Lining Guaranteed 2 Years

Have a smart warm Winter coat when you need it . . . for Easy Payments see Inside Back Cover. And remember, these coats, like everything else in this great catalog, are backed by the famous Sears-Roebuck Guarantee.





Ⓐ "Change, Here!"

$10.98 Cash — Easy Terms $2 Down

"Pretty smooth, eh? See how the grey Fox-dyed Mandel Lamb collar is easily detached! Under it, the coat has its own round stitched collar. The waist nips in, the skirt flares out! The dressy fabric is All Wool, lined with Rayon Satin and warmly interlined, of course. This is the kind of coat I wear from early Fall to late Spring." *Colors:* Dark Wine, Black, Dark Green 771, Navy Blue. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size and color;* see Size Scale on Page 31. Shipping weight, 4 pounds 10 ounces.

17 F 7695 . . . . $10.98

Ⓑ Coat With Muff

$16.98 Cash — Easy Terms $2 Down

Chalis Wendel, of Bristol, Vermont, planned a coat with a double row of buttons and a big fur collar. Here's the result! It's ever so warm—made of pebbly All Wool dressy coating with a Rayon Satin lining—warmly interlined. The sailor-shaped collar and front of muff are Black Wolf-dyed Manchurian Dog. Muff contains a zip pocket in its fabric back. *Colors:* Black, Dark Wine 417. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size and color;* for Size Scale please refer to Page 31. Shipping weight, 6 pounds 1 ounce.

17 F 7696—Coat and Muff $16.98

Ⓒ Rippling Reefer

With Marmot **$14.98** Cash — With Coney **$10.98** Cash — $2.00 Down

We asked Ruth Hill of Lincoln, Neb., to help us plan an ideal dressy coat. "A warm Wool Reefer with fur," she said. Here it is—slim waisted with a wonderfully flared skirt, bow tie at collar, lined in sleek Rayon Satin. Interlined. *Colors:* Dark Teal Blue, Dark Wine 417, or Black. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale on Page 31. Shipping weight, each, 4 pounds 3 oz.

17 F 7698—With fine Mink-Dyed Marmot fur $14.98
17 F 7699—With fine Mink-Dyed Coney fur $10.98

Want to learn how to combine colors effectively and smartly? Use a Colorhelm . . . See Page 47



The Junior Jury says-"More Color"

"Hoods are good . . . bright shiny embroidery is exciting.
We like 2-piece dresses . . . We're happy in pastels"

Ⓓ"Two Timer"

$3.98

"Just look at the gilt embroidery flashing on the front of this two-piece Celanese Rayon Pebble Crepe dress! The jacket is snugly fitted with a Crown zip right up the front! The contrasting colored skirt is divinely flared. My dearest date dress! And no wonder!"

Colors: Aqua Blue top or Pastel Rose top, each with Black skirt.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* Size Scale, Page 38. Shipping weight, 1 pound 6 ounces.

31 F 8600.........$3.98

Ⓔ"Angel Baby"

$3.98

"I adore this soft, not too fancy dress. It has the new long waistline, and a dancing skirt! 2 rows of buttons for fun; tie-back sash; Crown zip neck closing and placket. It's made of *Tecasha*—Spun Rayon and 50% fine Teca Rayon, which makes it look and feel like soft Wool." (Story on Page 50.)

Colors: Misty Rose (as shown), Misty Aqua Blue, or Royal Blue 569.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size, color;* Size Scale, Page 38. Shpg. wt., 1 lb. 6 oz.

31 F 8602 .....$3.98

Ⓕ"Campus Star"

$2.98

"I couldn't resist this softly tailored dress! Just see the neat, bloused top with its pocket-like tabs. The swoopy skirt and set-in belt for smooth waistline—(half sash ties in front or back). Long sleeves for chic, gilt buttons for glitter! Blissful colors in dull Spun Rayon, 20% fine Teca Rayon" (see Page 50).

Colors: Dark Cadet Blue, Scarlet, or Henna Rust 265.

Juniors' Size Range. 11, 13, 15, 17, 19. *State size, color,* Size Scale, Page 38. Shpg. wt., 1 lb. 4 oz.

31 F 8604.......$2.98

Ⓖ"HoodWinker"

$3.98

Ernestine Cline of Little Rock, Arkansas, sponsors a "Bright with Black" dress—like this—the hooded button-front jacket is Spun Rayon, and 20% fine Teca Rayon, the front-fulled skirt is printed Spun Rayon. Unusual contrast—bright color, tiny checks!

Colors. Scarlet or Kelly Green jacket, each with Black and White Check skirt.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* see Size Scale on Page 38. Shipping weight, each, 1 lb. 4 oz.

31 F 8606.........$3.98

Use a Colorhelm to learn exciting new color combinations. See Page 47.



Garments on these two pages shipped from our Fashion Headquarters. Send your order to nearest Mail Order House, or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order section at back of book.

Want a Budget Bargain?

$1.98 Each **2 for $3.88**

Here's a whole wardrobe of Junior Jury fashions in rayon, that wonder fabric . . . such loves, you'll want them all . . . such values, you can afford them



Ⓐ **"I call this one-piece dress** 'Double Time' because of the double row of bright buttons up the front and the two cunning pockets on the skirt. It has long sleeves *and* a clever front pleated skirt. Two-inch hem. Of Crown Tested wool-like All Spun Rayon Challis, printed with the Macleod Clan Plaid."

Juniors' Size Range: 11, 13, 15, 17 only. *State size;* Size Scale, Page 38. Shpg. wt., ea., 1 lb. 2 oz.

7 F 6200—Red and Blue Plaid
7 F 6201—Green and Black Plaid **$1.98**

Ⓑ **"I'm the tailored type.** That's why I go for this All Spun Rayon Challis, Crown Tested for wear. The printed stripes are worked smoothly with two unpressed pleats in skirt front. *Huge* metal buttons! Snap placket."

Juniors' Size Range: 11, 13, 15, 17, 19. *State size;* Size Scale, Page 38. Shipping weight, each, 1 lb. 4 oz.

7 F 6206–Royal Blue Ground
7 F 6207–Rust Ground
7 F 6208–Black Ground **$1.98**

Ⓒ **"Clan Plaids are my favorites!** This one is the Fraser Clan's in Printed Crown Tested All Spun Rayon Challis. There's a detachable collar of Rayon and Cotton Bengaline, two little pockets, bright gilt buttons. The skirt, like all of mine, is flared. Snap placket."

Juniors' Size Range: 11, 13, 15, 17 only. *State size;* Size Scale, Page 38. Shipping weight, each, 1 lb. 4 oz.

7 F 6215–Red, Green and Navy Plaid only. **$1.98**

Ⓓ **"My slick new princess coat dress** has silvery buttons right down the front, flared skirt, tie-back sash, Peter Pan collar. It's one of my pet dresses. Of an All Spun Rayon mixed with 8% Teca Rayon (see page 50)."

Juniors' Size Range: 11, 13, 15, 17 only. *State size;* Size Scale, Page 38. Shipping weight, each, 1 pound.

7 F 6209—Cadet Blue
7 F 6210—Grape Wine
7 F 6211—Laurel Green 767 . . . . **$1.98**

Ⓔ **"Aren't these checks fun?** The material is a Crown Tested All Spun Rayon Challis. Don't you love the cute top hat buttons and pocket-like tabs? Three quarter sleeves, flared at-the-hem skirt! Snap placket."

Juniors' Size Range: 11, 13, 15, 17, 19. *State size;* Size Scale, Page 38. Shipping weight, each, 1 lb. 2 oz.

7 F 6212–Red and Navy Check.
7 F 6213–Green and Black Check **$1.98**

Garments on these two pages shipped from our New York Fashion Headquarters. Send order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.

The Junior Jury Is Thrifty

Charming fashions for dressing-up . . . Smart as a whip and pretty as a picture . . . Save on one, more on two. Available on Easy Payments . . . See Inside Back Cover

$1.98 Each **2 for $3.88**



Ⓕ **"The blouse front, revers and cuffs** of my pet bolero effect dress are dotted All Rayon French-type Crepe. The rest, Spun Rayon of which 8% is Teca Rayon (see Page 50). Flared skirt, shiny belt, snap placket."
Colors: Grape Wine 467 with Blue and White dots or Navy with Red and White dots. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale, Page 38. Shpg. wt., 1 lb. 2 oz.
7 F 6218 . . . . $1.98

Ⓖ **"I was swept off my feet by this** thrifty little nifty! With stunning woolly yarn stitching on neck and pockets and shiny buttons down to the waist. Wool textured All Spun Rayon, of which 8% is Teca Rayon (see Page 50). Snap placket."
Juniors' Size Range: 11, 13, 15, 17 only. *State size;* Scale Pg. 38. Shpg. wt., 1 lb. 4 oz.
7 F 6221—Grape Wine 467 with White Trim.
7 F 6222—Royal 569 with White Trim . . . $1.98

Ⓗ **"When I want to look especially** smooth I wear this refreshing Crown Tested All Spun Rayon Challis with printed white diamond pattern and darling necklace! It has a flared skirt, bracelet sleeves, snap placket. I tie the sash front or back!"
Colors: Teal Blue, Henna Rust or Black grounds. *Juniors' Size Range:* 11, 13, 15, 17 only. *State size, color;* Size Scale, Page 38. Shipping wt., 1 lb. 2 oz.
7 F 6224 . . . . $1.98

Ⓙ **"I love the white Cotton lace** edging the pockets, sheer bow and neckline of this lamb of a frock! Tieback sash and snap placket keep me trim. The All Rayon *Granitspun* fabric (see Page 59) has an Aqua-Perm finish, so it resists wrinkling."
Juniors' Size Range: 11, 13, 15, 17 only. *State size;* Size Scale, Pg. 38. Shpg. wt., 1 lb.
7 F 6227—Royal Blue 569
7 F 6228—Grape Wine 467
7 F 6229—Black . . . $1.98

Ⓚ **"My favorite two-piece with new detail** importance! The darling pockets have gay embroidery and braid trimming. Of course, the separate skirt is swirling, the button front top fitted. Snap placket. The smooth wool-like fabric is a mixture of Spun Rayon, of which 8% is Teca Rayon (see Page 50)."
Juniors' Size Range: 11, 13, 15, 17 only. *State size;* Size Scale, Pg. 38. Shpg. wt., each, 1 lb. 2 oz.
7F6230—Grape Wine 467
7F6231—Royal Blue 569
7F6232—Henna Rust 265 $1.98

Color numbers refer to Color-Graph in How to Order section at back of book.

Around the Clock in Junior Jury Fashions

"A perfect pleated shirtwaist dress . . . the new plaids and a two-piece suit dress are daytime musts"—says the Junior Jury







New Shirtfrock Classic

$4.98 All day, any day, Billie Larson of Duluth, Minnesota, thinks every Junior should have one easy-to-wear classic like this. New longer body lines, all-around pleated skirt, leather-like belt. Button front closing. Made of woolly-textured *Tecasha*, 50% of which is Teca Rayon, balance Spun Rayon. (See Page 50.) *Colors:* Pastel Rose 325, Navy Blue or Henna Rust 265. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale below.

31 F 8608—Shipping weight, 1 lb. 8 oz. $4.98



Size Scale for Junior's Dresses

Size:	11	13	15	17	19	
Bust:	29	31	33	35	37	in.
Waist:	24	25½	26½	28½	30½	in.
Hips:	32½	34½	36½	38½	40½	in.
Length:	41	42	42½	43	44	in.

Two Plaids—Two Prices

$3.98 40% Wool

"Because of the new gay colors in the plaids, and the huge swirling skirt, this is my favorite dress. Cute buttons trim the front and make-believe pockets; yoke front and back." *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale, below. Shpg. wt., each, 1 lb. 4 oz.

Light Weight 60% Spun Rayon, 40% Virgin Wool
31 F 8610—Gray-and-Rose, Blue-and-Rose, or Wine-and-Teal Blue Plaids **$3.98**

Woven All Spun Rayon Clan Plaid
31 F 8611—Red Plaid or Blue Plaid **$2.98**

Two-Piece Suit Triumph

$3.98 2 Pieces

"Imagine! A two-piece suit dress for such a tiny price! The Shetland-type material is 60% Spun Rayon and 40% Virgin Wool. Soft woolly angora trims the fitted jacket. The skirt is nicely flared. I can wear it proudly right through the day." *Colors:* Dark Copen Blue 607, Bright Red 313, Navy Blue or Persian Rose 323. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale below.

31 F 8612—Shipping weight, 1 lb. 12 oz. $3.98

MEASURE . . . . to get a Good Fit!

Have your measurements taken each time you order, at ALL figure points in Size Scale below. Measure over underwear. Hold tape measure tightly—so that it presses lightly into flesh. Page 44C explains how to measure.

When you have taken measurements order size that corresponds with these measurements. If between two sizes, order the smaller size. Your size is determined by actual body measurements.

Color numbers refer to Color-Graph in How to Order section at back of book.

To Dress You Smartly From Morn to Midnight

The Junior Jury agrees "It pays to have the prettiest dresses you can find for dates or dancing . . . afternoon types or formals"



Ⓐ



Ⓑ





Ⓒ

Ⓐ Pretty Bolero

$3.98

"This versatile dress with its separate bolero is just right for 'most any occasion. The collar of the perky jacket is nailhead trimmed; the high-waisted skirt of the one-piece dress is the same material as the bolero—Celanese Rayon Pebble Crepe; the sheer blouse is All Rayon Chiffon. Tie back sash, Crown zip placket. A dress for going places."

Colors: Navy with Copen or Black with Raspberry. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale, opposite page. Shipping weight, 1 pound 2 ounces.

31 F 8614................$3.98

Ⓑ Dater's Dream

$4.98

"For an extra special date I wear this lustrous, deep-piled Velveteen princess. It zips down the front to below my waist in a most slimming manner, and there's a darling heart-shaped locket-pull on the Crown zip! Beautiful handmade Irish-type Cotton lace trims the collar and sleeves. The price is amazingly low!" Fine quality velveteen.

Colors: Grape Wine, Black or Royal Blue. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale, opposite page. Shipping weight, 1 pound 4 ounces.

31 F 8616................$4.98

© Hollywood Glamour

$6.98

Anita Thain of Hollywood suggests a smoothie evening dress with "gilt threaded embroidery on the Crown zip closed jacket front." This jacket fits like a dream over the complete evening dress. The skirt is perfect on a dance floor. Without the jacket, the dress is formal. The luxurious fabric is Celanese Rayon Crepe *L'Adore*, rich and deeply pebbled.

Colors: Aqua Blue 675, White or Scarlet Red 311. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale, opposite page. Shipping weight, 1 pound 10 ounces.

31 F 8618................$6.98

Garments on these two pages shipped from our New York Fashion Headquarters. Send your order to nearest Mail Order House, or for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.





"We Love a Bargain!" Juniors Declare

$2.98 Each

"Some of us work . . . some stay home . . . but we all appreciate smart fashions and Sears-Roebuck values"

Ⓐ Slim Princess

Mabel Easley of Accoville, West Virginia, asked for "princess lines with lots of extra fullness in the skirt." So here it is! Slim fitting with detachable frill collar and cuffs of fine Cotton Eyelet Embroidery. Rayon Grosgrain ribbon ending in bows at corners of square neckline! The way the dress is cut is marvelously becoming—the square neckline is charming with its crisp white trimming. Vary it with other collars if you like. The fabric is our best Celanese Rayon Pebble Crepe. Tie-back sash to insure slick fit at the waistline.

Colors: Navy, Black or Grape Wine 467.
Juniors' Size Range: 11, 13, 15, 17, 19.
State size, color; Size Scale, Page 38.
Shipping weight, 1 lb. 8 oz.
31 F 8620 . . . . $2.98

Ⓑ Pussy Cat Bow

"No, I haven't inherited a fortune—it's just this smooth dress—don't you think the big plaid bow is becoming? It's Rayon Taffeta, you see, and matches the pocket trimming! The silvery metal buttons down the front make me look just that tiny bit slimmer, and the skirt is grandly flared! There's something very sleek about the princess cut front and the square shoulders. Notice the new length sleeves—it has the new bloused back, too!" Our best Celanese Rayon Pebble Crepe.

Colors: Navy, Laurel Green 767 or Scarlet Red 311; each with Colorful Plaid Taffeta Bow.
Juniors' Size Range: 11, 13, 15, 17, 19.
State size, color; Size Scale, Page 38.
Shipping weight, 1 lb. 8 oz.
31 F 8622 . . . . $2.98

© Cookie Cut-up

"I go for this two-piece smoothie not just because it's so good-looking, but also because it dented my pocketbook so little! You'd think it most expensive with all that sleek gold color braid down front and around collar and cuffs! I think it has some of the gay zest of a trim bell-boy's uniform. The jacket-top is scalloped at the lower edge as if it were done with a cookie cutter, and closes with a Crown zip—no wonder it fits so snugly! And the separate skirt is beautifully flared, too." Of our best quality Celanese Rayon Pebble Crepe!

Colors: Black, Royal Blue 569 or Light Teal 665.
Juniors' Size Range: 11, 13, 15, 17, 19.
State size, color; Size Scale, Page 38.
Shipping weight, 1 lb. 4 oz.
31 F 8624 . . . . $2.98

Ⓓ Speed Queen

"Here's what I call the ideal dress—simple, smart, very flattering! The front zip closing is long, but the price is low enough for anyone! There are many gores so that it fits beautifully and then sweeps into a lovely flared skirt. It's one of those deceptively simple dresses that have unexpected 'oomph'. Leather-like belt and matching color lapel flower for additional fun. You can easily substitute others for variety!" The dress is of Spun Rayon, of which 20% is that wonderful new Teca Rayon. (See Page 50.)

Colors: Dark Cadet Blue 621, Persian Rose 323, or Henna Rust 265.
Juniors' Size Range: 11, 13, 15, 17, 19.
State size and color; see Size Scale on Page 38. Shpg. wt., 1 lb. 6 oz.
31 F 8626 . . . . $2.98

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.







"It's a Date!" Says the Jury

North or South, East or West, every Junior wants her dresses on party lines to be "as pretty as possible"

Ⓔ Design for Dates

$3.98

Clare McCall of Miami Beach, Fla., says that she likes a "one-piece dress with a simple back and nice hand-work". So here is a darling dressy frock with self fabric shirred in a charming bow-knot design appliqued on the front. It has the new long look in its slick-fitting bodice. A Crown zip up the front and a tie-back sash for trim fit. The skirt is *very* flared. Our best Celanese Rayon Pebble Crepe.

Colors: Laurel Green 767, Aqua Blue 675, Persian Rose 323, or Grape Wine 467.
Juniors' Size Range: 11, 13, 15, 17, 19.
State size and color; Size Scale, Page 38.
Shipping weight, 1 pound 6 ounces.

31 F 8628 . . . . $3.98

Ⓕ Pretty and Perky

$5.98

Leona McIntosh of Lawrence, Mass., suggests a "dress with long sleeves". The perky bolero of this jacket-and-dress outfit has long sleeves; the dainty Cotton lace blouse with its embroidered organdy yoke has short ones! The hi-rise, button-on effect skirt and jacket are made of Celanese Rayon Crepe *L'Adore*. The dress is darling all by itself—the jacket will go with other clothes. Crown zip dress placket. A wonderfully useful outfit

Colors: Black, Grape Wine 467 or Navy, each with blouse-top of white Cotton lace and embroidered organdy.
Juniors' Size Range: 11, 13, 15, 17, 19.
State size, color; Size Scale, Page 38.
Shipping weight, 1 pound 10 ounces.

31 F 8630 . . . . $5.98

Ⓖ "Upsa-daisy!" Dress

$5.98

"A round neck and a skirt with gores" are style features Pauline Shulman of New Orleans wants in a special occasion dress. The neckline flatters, the skirt moves in dancing folds in this, with its clever nailhead and matching color daisy trimming, and lots of tiny tucks on the young yoke and big pockets. Made of Celanese Rayon Crepe *Ariel*, a fine Alpaca-type fabric. Crown zip closing at back of neck and placket.

Colors: Black, Dark Cadet Blue 621 or Persian Rose 323.
Juniors' Size Range: 11, 13, 15, 17, 19.
State size and color; see Size Scale on Page 38. Shipping weight, 1 pound 8 ounces.

31 F 8632 . . . . $5.98

Color numbers refer to Color-Graph in How to Order section at back of book.

The Junior Jury Votes for Blouses and Skirts

They make a wardrobe twice as big . . . Ten times as interesting





"Little Audrey"

$1.29 "When I want to be dressy I wear this fine Rayon Pebble Crepe with its Val-type Cotton lace trimming collar and yoke. Lots of dainty tucking, too; 5-button back closing. Loads of oomph!" *Colors:* White or Pastel Rose 325. *Bust Sizes:* 30, 31, 33, 35, 37 in. *State size, color.* Shipping weight 5 ounces.
77 F 3150............ $1.29

Sleek—Slim—Slick

$1.00 Jersey "See my fine Rayon Jersey blouse? The waistband is Lastex shirred which makes me look *SO* slim! Zips on both shoulders! I can wear it with any skirt." *Colors:* White or Scarlet 311. *Bust Sizes:* 30, 31, 33, 35, 37 in. *State size, color.* Shpg. wt., 5 oz.
77 F 3152.................. $1.00

Also in Fine, Soft Rayon Suede
77 F 3153—Copen 607, Persian Rose 323. Shpg. wt., 7 oz. $1.00

Designed for Oomph

$1.00 "Swish, swish goes my fine Rayon Taffeta blouse! It's gaily checked; has puff sleeves and front shirred shoulders! Collar has pleated edge; pockets have rows of pleats. Half belt buckles in back. Front button closing. Pretty enough for any date!" *Colors:* Red-and-White check or Navy-and-White check. *Bust Sizes:* 30, 31, 33, 35, 37 inches. *State size and color.* Shipping weight, 5 ounces.
77 F 3151.................... $1.00







Like Brother's!

$3.98 "A fine All Wool Plaid Tweed Jacket at a value price!" It fits divinely, has interlined lapels, button flap pockets, padded shoulders. Full lined with Rayon Twill. Abt. 23 in. long. *Colors:* Brown-and-Green Plaid or Red-and-Blue Plaid. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color.* Size Scale, right. Shpg. wt., 1 lb. 12 oz.
▲7 F 3344............ $3.98

Sailor Boy Skirt

$2.49 "The wide yoke on this fine All Wool Flannel skirt fits in a way to make me look *very* slim. There are four generous gores and rows of shirring in front for lots of flare; six gilt buttons trim it—for lots of fun! Crown zip placket." *Colors:* Navy, Cadet Blue 575 or Bright Red 313.
Juniors' Size Range: 11, 13, 15, 17, 19. *State size, color;* Size Scale at right. Shipping weight, 1 pound.
▲7 F 3424.................... $2.49

Hug-Me-Waistband

$1.98 All Wool "My new flared skirt has a Lastex back waistband which holds both skirt and blouse in place and always looks just so! Crown zip placket; 8 gores—in fine All Wool Flannel." *Colors:* Navy, Grape Wine 467 or Hockey Green 763. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* see Size Scale at right.
77 F 3421–Shpg. wt., ea. 15 oz. $1.98

Also in Fine All Rayon Gabardine
77 F 3422—Aqua 675 or Dark Persian Rose 373............ $1.59

Check Coat, Corduroy Skirt

$5.48 Ⓐ **"This is my 'little boy' reefer** jacket in fine All Wool Tweed with its cute new boxy silhouette. I love its high closing, wide notched lapels, (interlined to retain shape), padded shoulders, patch pockets." Full lined in Rayon Twill. *Colors:* Kelly Green-Brown-and-Tan checks or Dark Green-Red-and-Tan checks. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color.* Size Scale below.
▲7 F 3342—Shpg. wt., 1 lb. 14 oz....... $5.48

$1.98 Ⓑ **"Swing skirt** for fun and flattery, of fine Medium Wale Corduroy. Four gores for flare, smooth Crown zip placket, self belt for a slim waist. Awfully smart with my checked reefer!" *Colors:* Dark Green or Bright Red.
Juniors' Size Range: 11, 13, 15, 17, 19. *State size and color;* Size Scale below.
▲7 F 3427—Shpg. wt., 1 lb. 1 oz...... $1.98

Juniors' Size Scale for Two-Piece Outfits, Jackets and Skirts
Figures below are Body Measurements



Size:	11	13	15	17	19	
Bust:	29	31	33	35	37	in.
Waist:	24	25½	26½	28½	30½	in.
Hips:	32½	34½	36½	38½	40½	in.
Skirt Length Abt:	25	25	26	27	27	in.

Skirt lengths are measured down the center back from below belt at waistline to bottom of hem.

Garments on these two pages marked with triangle ▲ shipped from our New York Fashion Headquarters. Order and pay postage from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order section in back of book.

The Young Set Calls These *"Good Mixers"*

The Junior Jury says "Slacks, Skirts, Jackets . . . Fun to Own . . . Smart to Wear"



© Classic Shirt

"2-way collar, long sleeves in fine All Wool Flannel Prince Charlie Clan Plaid" (illustrated in color on Page 66). Cut long—see small view. **$2.98**

Bust Sizes: 30, 32, 34, 36, 38 in. *State size.* Shipping weight, 13 ounces.

▲7 F 3300 M—Navy, Red, and Green Plaid... $2.98

Ⓓ New Jumper

"My Corduroy princess Jumper has 6 gores in the flared skirt, Crown zip up the back, 2 big pockets and a separate leather-like belt." **$2.98**

Colors: Bright Red 313, Soft Green, or Navy. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale, Page 38. Shpg. wt., 1 lb. 1 oz.

▲7 F 3704........ $2.98

Ⓔ 2 Fine Fabrics

"Just look at my pert guardsman suit of fine All Wool Flannel, or Velveteen, with its 12 bright gilt buttons, forming a double-breasted effect and two little tabs that look just like pockets! It's very fitted and the shoulders are impressively square! The skirt has four gores for flare, and a trim waistband and a smooth snapper placket! Wear each piece separately." (Jacket length about 18 inches.) **$3.98** 2-Pc. Flannel

Juniors' Size Range: 11, 13, 15, 17, 19. *State size, color;* Size Scale, opposite page. Shipping weight, 1 pound 7 ounces.

All Wool Flannel

▲7 F 3701—Bright Red 313 Jacket, Bright Navy skirt; also All Bright Navy Blue.......... $3.98

Velveteen

▲7 F 3703—Bright Red 313 Jacket with Black skirt; also All Medium Green. $4.98

Ⓕ Sweater News

"I collect sweaters, and I love one that looks 'different', so the deep V that's knit into this All Wool Zephyr made me fall for it at once. I like its square cut flattering neckline and puff sleeves, too." **$1.00**

Even Sizes: 32 to 40-in. bust. *State size.* Shpg. wt., 10 oz.

38 F 7312—Henna Rust 265.
38 F 7313—Copen Blue 607.
Each............. $1.00

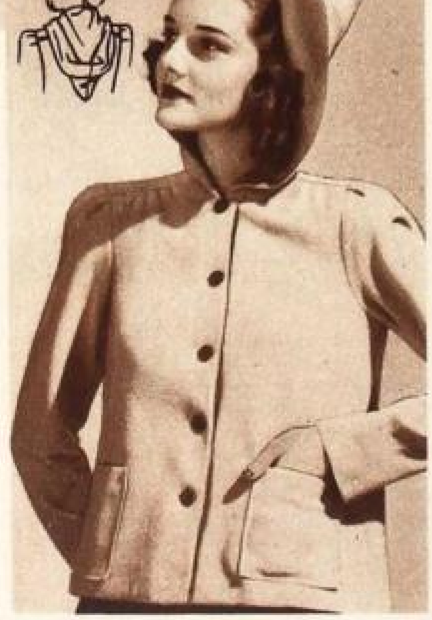
Ⓖ Swing Skirt

"My darling newskirt has a 12-button front closing, 4 swingy gores, leather-like belt and a useful flap pocket. Well tailored in fine All Wool Flannel." **$1.98**

Colors: Laurel Green 767, Black or Navy.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size, color;* Size Scale, opposite page. Shipping weight, 15 ounces.

77 F 3430......... $1.98



Doris Moore, of Wisconsin, calls a loose, hooded jacket "Serviceable and good-looking." Fine soft Rayon Suede. Hood is lined with contrasting Spun Rayon. Doris suggests such a jacket over a plaid skirt (see Page 9). You can wear it tucked in like a blouse if you like. *Colors:* Tan 123 with Rust Brown or Bright Red 313 with Navy. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale on opposite page. **$1.59** Hooded

77 F 3343—Shpg. wt., 15 oz......... $1.59

Sold Separately

"Corduroy slack suits are the big craze! No wonder when they are as good looking as this!" The boxy jacket has leather buttons, big patch pockets to hold everything, and a gathered shoulder yoke in back. Our famous-for-fit slacks have a fitted waistband and leather belt. They are finished with cuff bottoms; have a Crown zip closing. Jacket length 25 in. Fine quality medium Wale Corduroy. **$4.69** 2-Piece

Colors: Bright Red 313 or Hockey Green 763. *Juniors' Size Range:* 11, 13, 15, 17, 19. *Slack length:* 41, 41, 42, 42, 42 in. (Measured on outside from natural waistline to ankle.) *State size, color.*

2-Piece Outfit
▲7 F 3705—Shpg. wt., 2 lbs. 8 oz...... $4.69

Jacket Only
▲7 F 3708—Shpg. wt., 1 lb. 6 oz...... $2.59

Slacks Only
▲7 F 3709—Shpg. wt., 1 lb. 4 oz..... $2.39





The Junior Jury Is Mad About "Mix-Ups"

"Last but far from least," say Juniors, "a girl has got to have separates like these to keep her clothes from ever being boring"

Where to Send Order

Garments on these two pages marked with triangle ▲ are shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House.

Color numbers refer to Color-Graph in How to Order section in back of book.

Ⓐ Double Duty

$4.98 2-Pc. All Wool Jersey **$2.98** 2-Pc. Spun Rayon

"Here's my best looking, most practical outfit! I have it in fine All Wool Jersey but it also comes in Spun Rayon. I can—and do—wear each piece with others. The blouse buttons down the front, waistband ties in a soft bow. There's a front and back shoulder yoke, and convertible collar. The skirt has much front fullness, 2 pockets, 4 gores in back, and a covered zip placket."

Juniors' Size Range: 11, 13, 15, 17, 19. *State size, color;* Size Scale, Page 42. Shipping weight, each suit, 1 pound 4 ounces.

Fine All Wool Jersey
▲ 7 F 3675—Cadet Blue 575 or Beige 123 $4.98

Fine Soft Spun Rayon Mixture
▲ 7 F 3677—Bright Navy or Pastel Rose . $2.98

Ⓑ Highland Swing

$1.98 Plaid

"Good-looking plaid, eh? It's my pet bias-cut swing skirt of fine Half Wool (bal. Rayon and Cotton) with a natural color leather-like belt drawn through the loops in the waistband. Crown zip placket." *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Size Scale, Page 42. Shpg. wt., 13 oz.

77 F 3433—Gray, Black-and-Red Plaid $1.98

Also in Plain Fine Rayon Gabardine
77 F 3434—Cadet Blue 575 or Beige 123. Shpg. wt., 13 oz. $1.39

Ⓒ Rayon Suede Blouse

$1.29

"There's something very appealing about this waistband blouse with bright embroidery on the patch pocket. Convertible collar. Long sleeves I can push up, if I please."

Colors: Pastel Rose 325, Copen 607, or Beige 229. *Bust Sizes:* 30, 31, 33, 35, 37 in. *State size and color.*

77 F 3183—Shpg. wt., 13 oz. . $1.29

Ⓓ Pockets Detach

$1.98

"Detachable pockets (see small view) on the separate leather-like belt of my 4-gored fine All Wool Flannel skirt, and a wide waistband in case I want to leave them off." Crown zip placket.

Colors: Navy, Black or Grayish Copen. *Juniors' Size Range:* 11, 13, 15, 17, 19. *State size, color;* Scale, Page 42. Shpg. wt., 15 oz.

77 F 3436 . . . . $1.98

Ⓔ Striped Shirt

$1.00

"My fine All Rayon French-type Crepe waistband blouse is dizzy with stripes! Divine long sleeves, convertible collar." *Colors:* Red or Blue with White stripes. *Bust Sizes:* 30, 31, 33, 35, 37. *State size, color.* Shpg. wt., 6 oz.

77 F 3184 . . . . $1.00

Ⓕ Your Own Initials!

$2.29 All Wool

"I can wear suspenders or not (see small view) on my bib skirt 'cause they fasten on with concealed buttons. Button placket. 2 metal initials included."

Juniors' Size Range: 11, 13, 15, 17, 19. *State size, color; state two initials desired;* Size Scale, Page 42. Shipping weight, each 1 pound.

Fine All Wool Flannel
▲ 7 F 3405 — Skipper Blue 569, Hockey Green 763, Bright Red 313, or Beige 123 . . . . . $2.29

Also in Fine Half Wool Flannel balance Cotton and Rayon.
▲ 7 F 3406—Navy or Black $1.59

Ⓖ Jersey Sports Shirt

$1.98

"Soft All Wool Jersey makes my new sports shirt. It's cut long, has convertible collar, front and back gathered shoulder yoke." *Colors:* Scarlet 311, Beige 123, or Copen 607. *Bust Sizes:* 30, 32, 34, 36, 38 in. *State size, color.*

▲ 7 F 3302—Shpg. wt., 14 oz. $1.98

Quality Dresses in the Newest Fashions

The longer jacket over a skirt that emphasizes a low hip line . . . The slimmer skirt . . . The new blouse back with a lovely frill . . . Dramatic new dresses you should wear right now!

Ⓐ New Long Line

$9.98 Cash, $2 Down

That important slim look, last minute news of famous fashion openings, makes this two-piece dress definitely advanced in style, and you'll find it delightfully easy to wear. Put it on as a complete costume in mild weather—use it as your very best dress all Winter under your coat.

There's distinction and quality in every detail, fashion news that you'll recognize at first glance. The long line jacket has a crisp, clean-cut look, with its squared shoulders, slim long sleeves, moulded body lines and buttoned front. Its high, wide revers and pocket trimming are elaborately hand-worked in a beautiful scroll design of self-fabric cording.

It fits to perfection. The waistband skirt falls straight all around in fine pleats below a beautifully cut hip yoke, giving freedom as you walk, slim lines as you stand. It's a costume of great charm—nothing is newer or smarter—you'll enjoy wearing it everywhere, knowing you look your best. Of our best quality All Rayon Crepe *Ariel*, a fabric of lovely texture that tailors and drapes well. Crown zip placket.

Colors: Dark Cadet Blue 621, or Black. *Misses' Size Range:* 14, 16, 18, 20 only. *State size, color;* Size Scale, Page 44C. Shpg. wt., 1 lb. 14 oz.

▲ 31 F 8650—$2 Down . . . . Cash, $9.98

Ⓑ New Blouse Back

$6.98

You'll lead the fashion parade in this one-piece dress which combines three outstanding fashion features and is made of a superb All Rayon Crepe. First of all, the new blouse back—a style that your favorite fashion magazines are excited about this very minute—a style launched by one of the world's greatest designers, an immediate success because it makes you look so young and slim.

Then the wonderful flattery of a froth of white at your throat—a ruffled Pierrot collar of snowy Rayon Satin, one of the most becoming things you can possibly wear and one of the style hits of the season. It is easily removed if you want to vary the dress with other neckwear. Last, but far from least, this dress has the new streamlined silhouette—as new as this moment. It is emphasized by the neck-to-hem fly-front button fastening and the gentle, low-placed flare in the skirt. There's a detachable self belt with covered buckle.

All this fashion news is yours at an amazingly modest price for such a high quality dress—carried out in a mossy textured All Rayon Crepe with rich, soft drape, which tailors precisely and falls in graceful, flattering lines.

Colors: Navy Blue, Earth Brown 119, or Black. *Misses' Size Range:* 14, 16, 18, 20, 22 only. *State size, color;* see Size Scale, Page 44C.

▲ 31 F 8652—Shpg. wt., 1 lb. 6 oz. $6.98





Be quick to make these lovely new fashions your own—have them NOW—pay on Easy Terms—see Inside Back Cover for instructions. And remember, everything in this great Catalog is backed by the famous Sears-Roebuck Guarantee of Satisfaction.

You Can Afford the Best!

Sears-Roebuck bring you Three New Fashions in Three Quality Fabrics at a Price you can afford—All available on Easy Terms—All backed by our famous Guarantee

The Soft, Flattering Drape of Rayon Jersey
The Rich Beauty of Crush-Resistant Velvet
The Elegance of Rayon Satin Damask

For Easy Terms, See Inside Back Cover





Crush-Resistant Velvet

$7.98 Velvet, always one of the most flattering fabrics you can wear, is now practical as well as lovely. This new crush-resistant type with Silk back and deep luxurious Rayon pile does not muss easily and wrinkles readily shake out. We've used it in a style of aristocratic and distinguished beauty, designed to be your most becoming dress. Young, swirling circular skirt, richly patterned heavy white Cotton lace collar and cuffs, clever mirror buttons shaped like glittering flowers. Square shoulders, full bodice, self belt. Crown zip placket.

Colors: Black or Wine. *Misses' Size Range:* 14, 16, 18, 20, 22 only. *State size, color;* Size Scale, Page 44C.

31 F 8656—Shpg. wt., 1 lb. 6 oz. $7.98

All Rayon Satin Damask

$7.98 The handsome fabric, newly important in fashion, is just one of the reasons why this dress is Fashion news! All Rayon Satin damask, in a clover-leaf design which is exclusive with Sears-Roebuck, typifies the vogue of stiff, rich fabrics. It shows up beautifully in a long, fitted bodice and wide, flaring skirt. Marvelous lines through the bodice, a Crown zip side closing for sleek fit, a smashing big bow at the neckline for drama. (It may be removed if you wish to use jewelry or other neckwear.) Jet-like buttons. It's a high quality dress in every respect.

Misses' Size Range: 12, 14, 16, 18, 20 only. *State size;* Size Scale, Page 44C. Shipping weight, 1 pound, 10 ounces.

31 F 8658—Black only $7.98

Rayon Jersey Has Charm in Every Gleaming Fold

← **$7.98** This season you will want pretty, feminine fashions; this quality dress represents the very cream of the new mode. The rich lustrous All Rayon Jersey needs no adornment because the lights and shadows of the fabric itself and its sculptured lines give you beguiling loveliness. It is a new young version of the beloved dirndl; cartridge pleats at the square neckline, unpressed pleats all the way 'round the skirt. Becoming sleeves, shirred below the elbow. Crown zip at placket and back of neck.

Colors: Persian Rose 323, Black or Dark Cadet Blue 621. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color;* Size Scale, Page 44C.

31 F 8654—Shipping weight, 1 pound, 6 ounces $7.98

Garments on these two pages shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House or for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order section.



Dress-and-Jacket Costumes

Wear them anywhere . . . better dresses, so smart each outfit equals two . . . fine fabric . . . new colors . . . wonder price!

$6.95 Each



Ⓐ 3-Piece Costume

A young bolero jacket tops a beautifully patterned Cotton and Rayon lace blouse. The separate waistband skirt flares smartly, has Crown zip placket. Fit the separate shirred girdle sleekly about your waist and presto! . . . you have a stunning three-piece costume that can be varied in countless ways. Our finest quality Celanese Rayon Crepe *Ariel*, a rich, soft-draping fabric. *Colors:* Black, Navy, Grape Wine 467, each with Pastel Pink Blouse. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color;* Scale below.
31F8662–Shpg. wt., 1 lb. 10 oz..$6.95

Ⓑ New Fitted Lines

One of the newest jacket and dress ensembles. Slim fitted, smart longer length jacket accented by exquisite trapunto stitching. White Rayon Bengaline collar over self collar, easily removable. The dress is a wearable, basic-type—smartly simple, with its shirred shoulder yoke and set-in waistline. Gored skirt. Our finest Celanese Rayon Crepe *Ariel*. Crown zip placket; self belt. *Colors:* Black, Navy, Grape Wine 467. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color;* Scale below.
31F8664—Shpg. wt., 1 lb. 10 oz........................$6.95

Ⓒ Lacy Loveliness

This smart young bolero jacket and the charming dress are a happy combination for that completely ensembled look! The jacket is spruced up with face-flattering tinted Cotton lace revers. The dress is shirred at shoulders, neckline and waist for soft feminine fullness. New pockets on skirt! Crown zip placket and back neck closing. Our finest quality Celanese Rayon Crepe *Ariel*. *Colors:* Navy or Black with Pink Lace, Moss Green 825 with Beige Lace. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color;* Scale below.
31F8660–Shpg. wt., 1 lb. 10 oz..$6.95

It is worth while to MEASURE to make sure of getting a good FIT



Have *Someone Else* measure you. If you must measure yourself, do it in front of a mirror. Don't guess your size. Take your measurements each time you order, at ALL figure points listed in Size Scale. Measure over underwear. Hold tape measure tightly, so that it presses lightly into your flesh.
Measure Bust around fullest part.
Measure Waist around smallest part.
Measure Hips around fullest part (7 to 9 in. below waistline). Important measurement, be accurate.

Measure Length down center back, from the collar line at your dress to garment hem.
When you have taken these measurements, find your size in the one Size Range correct FOR YOU . . . in the Misses' Size Range as *shown at right*, or in the Shorter Women's, Stout Women's, Women's or Junior's Size Ranges shown on *other pages*. Then check with merchandise description of garment you order, to be sure it comes in your Size Range. Perfect fitting means much—take time to measure.

Your Size is determined by actual body measurements. Make No Allowance, whether you are ordering a coat, dress, or utility garment. If you come between two body sizes, order size smaller.

Size Scale for Misses' Dresses

Size:	12	14	16	18	20	22
Bust:	30	32	34	36	38	40 inches
Waist:	24	26	28	30	32	34 inches
Hips:	33	35	37	39	41	43 inches
Length	42	42½	43½	44	44½	45 inches

For a Glamorous Evening





(A) "Heart Throb"—Jacket Gown

$4.98 All eyes are on *you* in this sophisticated young ensemble of our finest, gleaming rich All Rayon Taffeta! Under the tie-front jacket with its fluted self trimming is a glamour gown with a flattering gathered bodice and a tiny set-in waistline. Tucks at center back give you a smooth slim hipline and release long flowing folds of skirt—a very, very new fashion touch! A happy pair for "dress up" time—wear gown without jacket for your *most* formal occasions! *Colors:* Aqua Blue 675, White or Rose 429.
Misses' Size Range: 12, 14, 16, 18, 20 only. *State size, color;* Size Scale, Page 44C. Length about 59 inches.
31 F 8666—Shpg. wt., 1 lb. 12 oz. $4.98

(B) "Spotlight"—Taffeta Gown

$2.98 Be the star of the evening in this striking gown of All Rayon Taffeta, exquisitely shadow-patterned in brocade-effect and adorned with pretty posies. The tip-tilted evening hat to match is posy-trimmed, too! Flattering neckline, high in back—just right in front. Perked-up sleeves, shirred bodice and set-in waistline give your figure that desirable sleek look, and there's a waltz-wide skirt, tie-back sash. Perfect for Bridesmaids, too!
Colors: Rose 429, White or Light Blue 651.
Misses' Size Range: 12, 14, 16, 18, 20 only. *State size, color;* Size Scale, Page 44C. Length about 59 in.
31 F 8668—Shpg. wt., 1 lb. 8 oz. $2.98

Romantic Evening Accessories



(C) **Flower comb clip** to tuck in your curls . . . or if you wish, clip it on your frock or coat lapel! Gardenia with bud and leaves. Choice of Gold color (paper with Cotton backing) or White (Cotton Sateen).
88 F 4117—*State color.* Shpg. wt., 5 oz. **25c**



(D) **Shimmering evening bag** of fine, flexible gold color metal mesh. Folding gate-frame top opens wide . . and closes tightly under pretty "powder-box" lid. *Size:* 3¾ x 4 in. Gold color only.
88 F 3668—Shipping weight, 5 ounces **$1.00**
Bag and Comb shipped from nearest Mail Order House.

(E) White Fur Jacket with Hood



$14.98 Cash
$2.00 Down

Let the enchanting velvet-lined hood of this darling jacket frame your face or fall in a cowl collar down your back. Snuggle in the snowy beauty of the luxurious white coney fur! Squared shoulders; smart bracelet length sleeves. Lined with gleaming rayon satin, warmly interlined. Magic at this modest price! The perfect gift! Concealed hook at neck. Length about 18 inches.
Misses' Size Range: 12, 14, 16, 18, 20 only. *State size;* Size Scale, Page 12. Shpg. wt., 2 lbs. 10 oz.
17 F 7744—White only . . . . Cash, $14.98



Dresses and Jacket on these two pages shipped from our New York Fashion Headquarters. Order and pay postage from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order section in back of book.

Amazing at This Low Price!

New Fashions in Rayon

Styled like high priced dresses that are New York favorites
See easy terms, inside back cover

$2.98 Each





Ⓐ **The new giant plaid in bright colors.** All Spun Rayon in a becoming printed plaid makes this simple but smart young dress. New drawstring at waist gives soft front fullness in skirt. Two deep skirt pockets.
Colors: Scarlet Red, Bright Green or Medium Blue; each plaided with Black. *Misses' Size Range:* 14, 16, 18, 20 only. *State size and color;* Size Scale, Page 44C.
31 F 8670—Shipping weight, 1 pound 6 ounces..... **$2.98**

Ⓑ **Go-everywhere dress!** Expensive-looking smocking on this Celanese Rayon Pebble Crepe dress. New are the bishop sleeves and bloused back. Rows of gilt buttons.
Colors: Dark Cadet Blue, Grape Wine or Black.
Misses' Size Range: 14, 16, 18, 20, 22 only. *State size and color;* Size Scale, Page 44C.
31 F 8672—Shipping weight, 1 pound 8 ounces.... **$2.98**

Ⓒ **Bolero-effect** of Celanese Rayon Pebble Crepe. Bright silver colored buttons trim the make-believe bolero, under it gleams a cardigan necked Rayon Panné Satin Blouse front! Buckle back belt. *Colors:* Grape Wine, Black or Dark Cadet Blue 621. *Misses' Size Range:* 14, 16, 18, 20, 22 only. *State size, color;* Size Scale, Page 44C.
31 F 8678—Shipping weight, 1 pound 6 ounces.... **$2.98**

Ⓓ **Hoods are news!** Gay young one-piece hood dress with bright embroidery! It's full skirted and made of a new exciting fabric mixture—Spun Rayon, 20% of which is Teca Rayon (see Page 50) to give it a wool-like texture.
Colors: Kelly Green with Gold, Navy with Red, or Scarlet Red 311 with Navy. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color;* Size Scales, Page 44C.
31 F 8676—Shipping weight, 1 pound 6 ounces.... **$2.98**

Ⓔ **News! Pastel Applique.** Tiny design appliqued to the dark Celanese Rayon Pebble Crepe of this 2-piece dress! Fitted top with button trim, new pouchy pockets. Separate waistband skirt. *Colors:* Black with Pink dots and trim, Navy with Copen Blue, or Wine with White. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color;* Size Scale, Page 44C.
31 F 8674—Shipping weight, 1 pound 8 ounces.... **$2.98**

All Virgin Wool Dresses in the New Light Weights

Quality in every detail—the colors so lovely, the styles so becoming, the wool so soft, so beautifully tailored . . . it's no wonder these dresses are a fashion sensation





Dress With Jacket

$9.98 Cash
$2 down

Our finest All Wool Ripple Crepe lends its loveliness to this stunning costume of jacket and dress. Fitted jacket has a black Persian-effect fur fabric collar, jet-type buttons. Under it is a beautifully cut basic-type dress with smart corded shirred yoke, all-'round gored skirt. Crown zip placket.
Colors: Red jacket with Black dress; or Black jacket, Black dress.
Misses' Size Range: 14, 16, 18, 20, 22 only. *State size, color;* Size Scale, Page 44C. Shpg. wt., 2 lbs. 6 oz.
31 F 8680 . . . . **$9.98**

Dress in All Rayon Crepe Ariel, All Wool Ripple Crepe Jacket
Shipping weight, 2 lbs. 2 oz.
31 F 8681—Colors above . . . **$7.98**

Soft Dressy Wool

$5.98

Our finest All Wool Ripple Crepe, a wonderful quality fabric in a flattering style! See how cleverly the inset band of pleated self material is made to look like a necklace. Hip-slimming tucks end in unpressed pleats on skirt front. Shirred sleeves. Crown zip placket and back neck closing.
Colors: Pastel Blue, Pastel Rose 325 or Black.
Misses' Size Range: 12, 14, 16, 18, 20 only. *State size, color;* Size Scale, Page 44C. Shpg. wt., 1 lb. 8 oz.
31 F 8682 . . . . **$5.98**

Also in All Rayon Tecasha
50% fine Teca Rayon and 50% Spun Rayon. (See Page 50.)
31 F 8683—Colors above . . . **$3.98**

Two-Piece Dress

$6.98

Our very finest quality All Wool, woven with soft *rabbit's hair!* And it's new to wear companion wools as in this all-occasion dress. Fitted checked jacket boasts new triple rows of buttons. Stitched collarless neckline with rounded lapels. Plain color waistband skirt is slot-pleated for flare and fashion. Crown zip placket. Jacket and skirt are grand with other clothes.
Colors: Red-Gray-and-Gold checked jacket with a Gray Skirt, or Bright Navy-Wine-and-Green checked jacket with a Wine Skirt.
Misses' Size Range: 14, 16, 18, 20, 22 only. *State size, color;* Size Scale, Page 44C. Shpg. wt., 2 lbs. 2 oz.
31 F 8684 . . . . **$6.98**

Misses', Women's Sizes

$4.98

Trimly tailored, classic shirtwaist-type dress with the very newest feminine touches. Everyone can wear it—everyone will want to! Exquisitely finished in our finest quality light-weight All Wool Ripple Crepe. Buttons all the way down, slips on easily. Wear the becoming notched collar open or closed. See the clever bodice detailing! Panel skirt is cut full—won't gap!
Colors: Dark Cadet Blue, Grape Wine 467, Henna Rust 265, Teal Blue 665.
Misses' Size Range: 14, 16, 18, 20 only; Size Scale, Page 44C.
Women's Size Range: 40, 42, 44 only; Size Scale, Page 53. *State size, color.* Shipping wt., ea., 1 lb. 6 oz.
31 F 8686—Each **$4.98**